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October, 1954

SOAP *and* Chemical Specialties

formerly SOAP AND SANITARY CHEMICALS

In this issue...

tter powdered hand soaps
r "new look" wash rooms

ill household insecticide
5 sales top $110 million?

amor sells sanitation in
nada for G. H. Wood & Co.

axing airplanes ups speed;
oms aviation specialties

Cover photo . . . Jervis J. Babb, president of Lever Brothers Co., succeeds to presidency of Association of American Soap & Glycerine Producers on death of C. S. Campbell of J. B. Williams Co.

SESQUICARBONATE OF SODA

with a distinctive combination of physical and chemical properties not found in any other form of alkali

SOLVAY* SNOWFLAKE CRYSTALS brand of sesquicarbonate of soda has such an unusual combination of *both* physical and chemical properties that its uses range from that of an important ingredient in the manufacture of luxury cosmetic products . . . to its application in a wide variety of basic industrial processes.

The stable crystalline form of SOLVAY Sesquicarbonate of Soda gives it unusual physical properties. Sparklingly attractive, it remains free-flowing and non-caking even after prolonged periods of storage (in fact, it will frequently impart these qualities to dry materials with which it may be mixed). Almost entirely dustfree, it dissolves very rapidly and completely even at relatively low temperatures.

Chemically, SOLVAY Snowflake Crystals is a true sodium sesquicarbonate, a double salt of sodium carbonate and sodium bicarbonate, corresponding to the formula $Na_2CO_3 \cdot NaHCO_3 \cdot 2H_2O$. The product thus retains many of the active chemical properties of the stronger alkali, along with the mildness of the lower pH component.

SOLVAY Sesquicarbonate of Soda, in two grades of bulk density—Snowflake Crystals and Snowfine—is inexpensively priced. Both densities are available in any quantity—from single packages to bulk carloads—to meet any requirements.

If you will write and give us details of your operation, we will be glad to tell you how SOLVAY Sesquicarbonate of Soda can be used to the best advantage. If you'd like samples—write us.

Check these Physical and Chemical Properties

Free-flowing
Non-caking
White, dustless crystals
Rapid dissolving
Unusually stable in storage
Available in two bulk density grades
(Snowflake Crystals and Snowfine)
Low in iron and metallic impurities
Maximum solubility:
15°C—17.9%
25°C—20.3%
55°C—25.2%
75°C—28.9%
Sodium Oxide value
(Na_2O)—41.3%
pH of solutions at 25°C
0.25%—9.8
0.50%—9.8
2.00%—9.7

*Reg. U.S. Pat. Off.

SOLVAY

Soda Ash • Snowflake® Crystals • Potassium Carbonate • Calcium Chloride • Sodium Bicarbonate • Ammonium Bicarbonate • Cleaning Compounds • Caustic Potash • Sodium Nitrite • Ammonium Chloride • Chlorine • Caustic Soda • Monochlorobenzene • Para-dichlorobenzene • Chloroform • Ortho-dichlorobenzene • Methylene Chloride • Methyl Chloride • Carbon Tetrachloride

SOLVAY PROCESS DIVISION
ALLIED CHEMICAL & DYE CORPORATION
61 Broadway, New York 6, N. Y.

Allied Chemical

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Houston • New Orleans • New York • Philadelphia • Pittsburgh
St. Louis • Syracuse

FULD BROS. INC.

Fbi news

FOR THE SANITARY CHEMICAL JOBBER AND DISTRIBUTOR

PRODUCTS PROSPECTS TRENDS AND MARKETS

PUBLISHED BY FULD BROTHERS, INC., MANUFACTURING CHEMISTS • SANITARY CHEMICALS
702 S. WOLFE STREET, BALTIMORE 31, MD. • WEST COAST PLANT: LOS ANGELES 13, CALIF.

"Adds Prestige and Sales to Your Private Label Line"

And it doesn't cost one cent for application

Sales-wise jobbers tell us their private brands move with more certainty when packaged and sold under Fuld's C.A.L.* process that eliminates paper labels. This labeling method—originated and developed for the industry by Fuld Brothers—is a process that fuses designs onto containers, from small bottles to 55 gallon drums.

It is lithograph-like in appearance. That is why it is called "Color Affect-Lithography."

Eliminates Cost Roadblock

C.A.L. eliminates a major roadblock for the private brand jobber who wants fine prestige packaging to give his brands "big-time" sales appeal.

With C.A.L. you do not lay out heavy expenditures in art, plates and inventory. Nor do you have to buy paper labels. You get C.A.L. packaging—with your own distinctive and exclusive design—on medium quantity orders . . . at a one-time plate-art cost so low it pays for itself in a flash.

C.A.L. Application at No Charge

You do not pay a cent for C.A.L. application when you order your private brand merchandise in reasonable medium quantities.

In addition to this Fuld service, you have at your disposal Advertising and Art Department staffs to help you develope strong selling designs in line with up-to- date sales and marketing practice.

Take advantage of these modern selling tools to move more merchandise . . . and keep it sold. For complete details, write: C.A.L. Department, Fuld Brothers, Inc., 702 S. Wolfe St., Baltimore 31, Maryland.

Look Over this Complete Line of Private Label Sanitary Chemicals ★

★For complete information and prices, check this list and mail it in —or just tell us on a post card.

- ☐ APPLICATORS & APPLIANCES
- ☐ LIQUID CLEANERS
- ☐ SCUM REMOVER
- ☐ PINE SCRUB SOAPS
- ☐ WAX REMOVERS
- ☐ RUG & UPHOLSTRY SHAMPOOS
- ☐ POWDERED CLEANERS
- ☐ DEGREASING COMPOUNDS
- ☐ AUTOMOTIVE SPECIALTIES
- ☐ DEODORANT BLOCKS & CRYSTALS
- ☐ MOTH BLOCKS & CRYSTALS
- ☐ WAFER & ELECTRIC DEODORIZERS
- ☐ LIQUID & AEROSOL DEODORANTS
- ☐ DISHWASHING COMPOUNDS
- ☐ FILM REMOVER
- ☐ DISINFECTANTS
  - ☐ Perfumed ☐ Pine Oil ☐ Pine Odor
  - ☐ Quaternary Ammonium
- ☐ FLOOR FINISHES & TREATMENTS
  - ☐ Seals ☐ Porous Floor Treatments
  - ☐ Concrete ☐ Paint Removers
  - ☐ Dust Preventives
- ☐ INSECTICIDES & FLY SPRAYS
  - ☐ Liquid ☐ Aerosol
- ☐ POLISHES
- ☐ LIQUID & POWDERED HAND SOAPS
- ☐ SPECIAL CLEANERS
  - ☐ Window ☐ Fabric
- ☐ TOILET ROOM SANITATION PRODUCTS
  - ☐ Powdered Closet Bowl and Drain Pipe Cleaners
  - ☐ Liquid Bowl Cleaners
  - ☐ Tile, Porcelain & Enamel Cleaner
- ☐ WAXES
  (A complete range of waxes.)
  - ☐ Self-Polishing
  - ☐ Not Self-Polishing
  - ☐ Paste ☐ Dance Floor
- ☐ WAXLESS FINISHES

*C.A.L.—Fuld Color Affect-Lithography Process

© F. B. Inc. 1954.

FULD BROTHERS, INCORPORATED

MANUFACTURING CHEMISTS

Warehouses in Principal Cities

702-710 S. WOLFE ST., BALTIMORE 31, MD.

West Coast Plant: Los Angeles, Calif.

MORE PROFITS for those who want to

- *sell the finest product money can buy for wax removal and surface cleaning*
- *save money on freight costs*
- *compound their own wax removers and surface cleaners*

CANDY'S BRIGHT BEAUTY

WATER EMULSION **WAX REMOVER**

ALL PURPOSE **SURFACE CLEANER**

Properly used, BRIGHT BEAUTY cleaner will remove water emulsion wax from any floor without harmful effects to floor or floor coloring. It is the perfect all purpose surface cleaner and waxed floor maintenance wax remover. Pleasant odors (lemon or sassafras) crystal clear colors (natural yellow, red or green) and thorough cleaning action produce satisfied customers everywhere. For use on all floors with all types of equipment. The properties and appearance of BRIGHT BEAUTY cleaner are not affected by having been hard frozen then thawed and agitated. Before making any decisions regarding packaging your own cleaner, fully investigate BRIGHT BEAUTY . . . we are sure you will bear out our conclusions after all tests and trials.

THE COMPLETE CLEANER—READY TO USE FOR				
	WAX REMOVAL		SURFACE CLEANING	
	RATIO OF WATER TO CLEANER	OZS. CLEANER PER GAL. WATER	RATIO OF WATER TO CLEANER	OZS. CLEANER PER GAL. WATER
15/16% CONCENTRATE	10-1	13 oz.	50-1 to 30-1	2½ oz. to 4 oz.
11/12% CONCENTRATE	7-1	18 oz.	40-1 to 25-1	3 to 5 oz.

SPECIFICATIONS:

15/16% Concentrate is available in 55, 30 and 15 gal. drums, 5 gal. pails, and cartons of 4 one-gallon glass jugs. (Net weight 8.72 lbs. per gal.)

11/12% Concentrate is available in 55, 30 and 15 gal. drums, 5 gal. pails, and cartons of 4 one-gallon glass jugs. (Net weight 8.64 lbs. per gal.)

30/32% Concentrated Concentrate is available in part full packages for dilution to 11/12% and 15/16% concentrates. (Net weight, 9.12 lbs. per gal.)

46/48% Concentrated Concentrate is available only in full 55 gal. drums, (net weight 520 lbs., 9.4 lbs. per gal.).

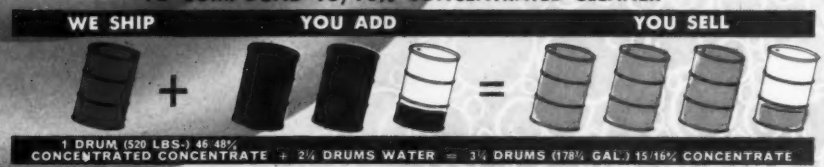
CANDY'S DISTRIBUTION AND SALES POLICY

Our products are available for private brand resale and are sold only through Distributors except for experimental accounts in Chicago essential to research.

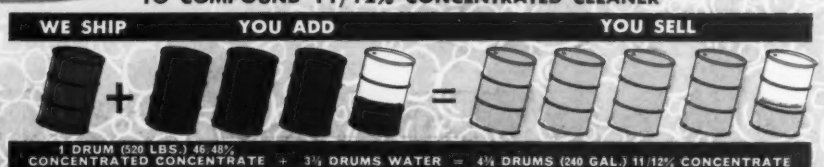
FOR THOSE WHO WANT TO COMPOUND THEIR OWN CLEANER

Two methods are available—(1) By purchasing 30/32% solid content *concentrated* concentrate in part full containers, you need add only water and agitate containers by rolling and stirring contents. (2) By purchasing 46/48% solid content *concentrated* concentrate, you add water only in suitable mixing equipment to produce the retail package of the solid content percentage you desire. The charts below show compounding results for our recommended retail solid content percentages. Remember, you pay freight only on the 520 lbs. (net weight) of 46/48% cleaner and save the cost of shipping the water you add when you do your own compounding.

TO COMPOUND 15/16% CONCENTRATED CLEANER



TO COMPOUND 11/12% CONCENTRATED CLEANER



WAX SPECIALISTS FOR OVER 60 YEARS

Candy & Company, Inc.

2515 WEST 35TH STREET, CHICAGO 32, ILLINOIS

Volume XXX, No. 10 October, 1954

SOAP and Chemical Specialties

Formerly Soap and Sanitary Chemicals

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since 1934

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BECCO® BRIEFS

SODIUM PERBORATE

We are now making regular deliveries of SODIUM PERBORATE. Quality meets the standards of Becco's tradition.

CHARACTERISTICS OF BECCO SODIUM PERBORATE: Sodium Perborate "tetrahydrate", % by weight, minimum 96.2. Active oxygen, % by weight, approx. 10. Solubility g/100 water at 25° C., 3.4. Form, white crystalline powder. Stability, substantially no loss under ordinary storage conditions. Write for quotations.

Buffalo Electro-Chemical Company, Inc.

DIVISION OF FOOD MACHINERY AND CHEMICAL CORPORATION

fmc

Sales Agent: BECCO SALES CORPORATION, Station B, Buffalo 7, N.Y.
Buffalo • Boston • Charlotte • Chicago
New York • Philadelphia • Vancouver, Wash.

Here is one of the Top Year-Round Repeat-Sale Profit Makers in the Entire Sanitary Supply Industry!...

Chlorafal
AIR FRESHENER

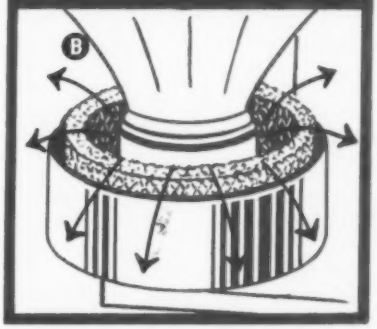
"Gives all indoors a pleasant country-air fragrance"

Chlorafal clears foul air . . . ends offensive smells—employs a proven, better scientific principle—a *chemical reactor* that *continuously* destroys airborne putrefaction bacteria, hence destroys the very source of odors . . . does it *automatically* without costly installations, pipes, gadgets or sprays.

Ⓐ The smartly styled Chlorafal dispenser is placed on the wall as easily as hanging a calendar. The throw-away bottle inside lasts a month. To refill, the user snaps off the bottle and places the new refill in the spring clip. Your customers repeat on Chlorafal all the time—BECAUSE when the dispenser is empty, the difference in room air is like the difference between day and night!

Ⓑ When there is Chlorafal in the (upside down) bottle, it drips into the plastic disc below, volatilizes through the dispenser vents—and gives the entire premises a country-fresh feel—everyone senses the purity and aliveness of the air—but when the dispenser is empty, the dead, drowsy, stale, foul air CLAMORS FOR A REFILL BOTTLE.

This has been verified again and again by hundreds of sanitary distributors who tell us over and over that for year-round repeat-sale profits there is nothing like Chlorafal.



Chlorafal DOES NOT mask these odors

IT KILLS THEM

as fast as they form!

Ends personal odors • food and animal odors • odors from paint, tobacco smoke, wastes • odors in toilet rooms • garages • food marts • pet shops • odors from hides • dead rodents • mortuaries • odors from musty air • onions • organic chemicals • toilet bowls • garbage • diapers • etc., etc., etc.

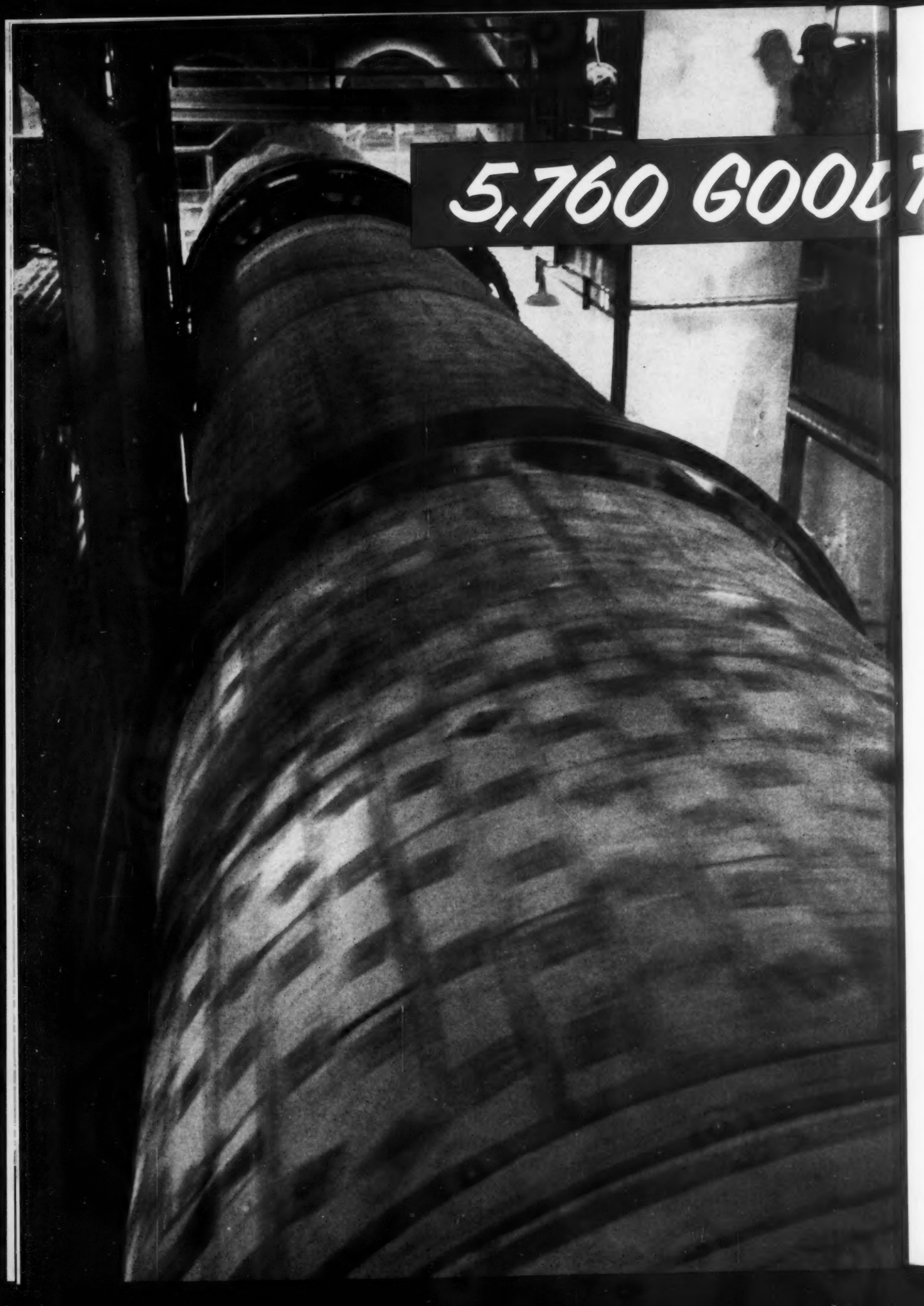
These are Your Ready and Waiting MARKETS for Chlorafal

SCHOOLS-COLLEGES: In locker rooms • labs • cafeterias • kitchens • washrooms.
THEATERS: In washrooms • employee rooms.
CAFES: In kitchens • rest rooms • dining areas.
HOTELS-CLUBS-MOTELS: In bath, guest, storage, utility and public wash rooms • broom closets.
BUSSES-TRAINS-PLANES: In washrooms • compartments • coach interiors.
STORES: In rest rooms • storage rooms • produce rooms.
PET SHOPS: In all areas.
OFFICE BUILDINGS: In washrooms • smoky offices • closets.
FACTORIES: In rest rooms • locker rooms • cafeterias • odorous storage rooms • manufacturing odors.
DAIRIES: In milk and cheese rooms.
BOWLING ALLEYS-BALLROOMS: For perspiration odor.
LABORATORIES: In animal rooms.
ANIMAL HOSPITALS: In kennels • operating rooms • runways.
GARAGES: For petroleum odors.
FILLING STATIONS: In rest rooms • lockers.
HOSPITALS-HOMES: In nursery • toilet • kitchen • storage closet • garbage • vomit odors.

Chlorafal is the Product that Put an End to the "CHARACTERISTIC SMELL" in Institutions, Stores and Industry.

THERE ARE EXCLUSIVE CHLORAFAL TERRITORIES STILL AVAILABLE
Write for complete information on this fast repeat item.

Hysan PRODUCTS CO.,
932 W. 38th Place, Chicago 9, Ill.


5,760 GOOL

Quality control is carefully checked in special laboratory.

...OL TURNS A DAY...

Rotary Driers Plus Hundreds of Other Units of Automatic Equipment Keep Quality High, Deliveries on Schedule

Step into Department 6 of Monsanto's Trenton, Michigan plant. Listen. Hear the steady, muffled growl of the rotary driers . . . the steady hum of the large cogs meshing—24 hours a day.

These are the sounds of a 'round-the-clock production system that helps you in numerous ways. It stands guard on the quality of the phosphates you order, keeping purity at a consistently high level. It simplifies inventory problems by assuring on-time deliveries. And, most important, this continuous production insures you uniformity of products from shipment to shipment.

Next time, when you need phosphates— *call Monsanto.*

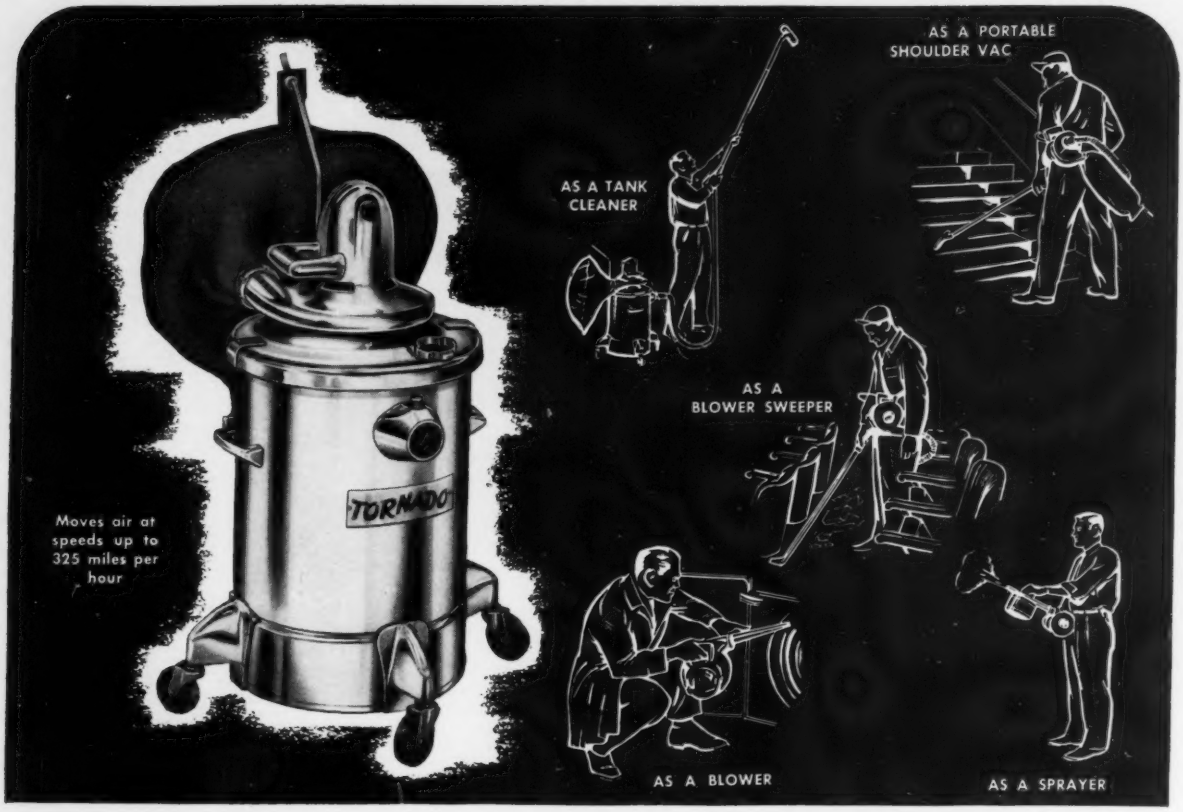
PHOSPHATES

Important Phosphates Made by Monsanto

Sodium Phosphates
Calcium Phosphates
Ammonium Phosphates
Potassium Phosphates
Phosphoric Acid
and many other products derived from Elemental Phosphorus

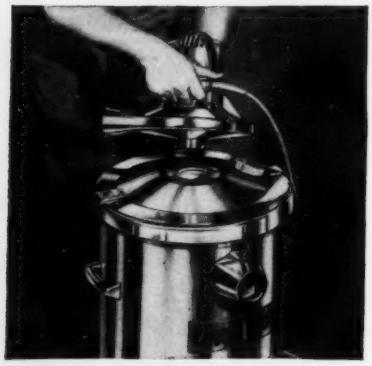
MONSANTO
CHEMICALS — PLASTICS
SERVING INDUSTRY... WHICH SERVES MANKIND

From the World's Largest Producer of Elemental Phosphorus


AS A PORTABLE SHOULDER VAC
AS A TANK CLEANER
AS A BLOWER SWEEPER
Moves air at speeds up to 325 miles per hour
TORNADO
AS A BLOWER
AS A SPRAYER

NEW TORNADO® VACUUM CLEANER

offers More Versatile Cleaning from Floor to Ceiling



A quarter turn quickly removes the Tornado motor unit for many other uses. All sizes are interchangeable.

Here's a great New Tornado commercial vacuum cleaner with increased power that speeds-up cleaning while it does a better job. Pick up everything with your New Tornado—dirt, dust, liquids, oils, chips or debris without any bother of conversion.

What's more, your same Tornado can be used as:

1. A portable shoulder type vac
2. A high capacity sprayer for insecticides
3. A powerful portable electric blower
4. A portable blower-sweeper for debris

No matter what your cleaning problem is, if the job is being done with air, brushes, brooms or rags—you can do it faster and better with Tornado.

The powerful new motor and other advanced design features ask no favors. Tornado is ready at all times to do the toughest, dirtiest jobs for hours and hours of constant duty.

Write for an on-the-spot demonstration by a Tornado cleaning engineer.

We can't begin to tell you all of the new, improved features of the New Tornado—but Bulletin 660 will—Write for it today.

BREUER ELECTRIC MFG. CO.

5082 North Ravenswood Avenue • Chicago 40, Illinois

. . . . you can use the NINOL ALKYLOLAMIDES

"The Detergents that Thicken when they're Thinned"

Originated by NINOL LABORATORIES in the late '30's, these nonionic detergents and emulsifiers have grown steadily in popularity as their unique properties became better understood.

Members of the NINOL series of alkylolamides (or amine condensates, as they are sometimes called) range from water soluble liquids to hard, insoluble waxes and possess many unusual properties such as *high viscosity in solution* and *rust inhibiting power*. By proper selection, suitable products can be found for many different applications.

SYNTHETIC FLOOR CLEANERS:

NINOL 1281 is extremely well adapted to formulating liquid synthetic floor cleaners. It produces cleaners with excellent detergency, high viscosity and non-rusting features that make it possible to ship in unlined steel drums.

DISHWASHING DETERGENTS:

Certain alkylolamides, such as *NINOL AA62* or *NINOL 2012E*, possess outstanding foam stabilizing action, and are used in blends with alkyl aryl sulfonates to formulate dishwashing detergents that foam better in the presence of grease.

SOAPS:

Manufacturers of liquid soaps for floor cleaning, shampoos or hand dishwashing can upgrade their products by addition of products like *NINOL 1281*, which disperses curds, thickens and helps cleaning by greater wetting action. The *NINOLS* do not decrease the foam of soaps.

COSMETICS:

The *NINOLS* are widely used in shampoos and bubble baths. Products like *NINOL 979* or *2012E* increase the "body" of liquid formulations and improve the flash foam of the lauryl sulfates and alkyl aryl sulfonates, besides imparting a more soapy feel. Waxy products like *NINOL CB60* impart pearl to liquid cream shampoos, and *NINOL CB10* produces high opacity.

DRY CLEANING:

Oil soluble alkylolamides like *NINOL HA10* are used to form water-in-oil stock emulsions by means of which dry cleaning operators introduce water into the wheel.

METAL TREATING:

The rust inhibiting properties of several of the *NINOLS* can be used to overcome rusting of cleaned metal, as by using *NINOL 1281* in the final rinse. They can also be used in cutting oil emulsions to prevent rusting of the work. *NINOL 201* is an oil soluble emulsifier that gives loose kerosene emulsions of the type used in diphase solvent cleaners.

TEXTILES:

Alkylolamides like *NINOL 737* and others have been found the best money value for scouring raw wool. They are also used as dye leveling agents, and as sizing and finishing agents for the newer synthetic fibers. They also impart excellent anti-static effects.

MISCELLANEOUS:

NINOL 1001 is very effective as a solubilizing agent for bringing into solution products like the new germicide Vancide 89. *NINOL 1281* is an excellent emulsifier for Carnauba wax, and gives emulsions that are resistant to the presence of salts. It is also an effective polymerization emulsifier for GR-S rubber. *NINOL 2012E* is recommended as an emulsifier for adding plasticizers to latex paints. *NINOL 737* is used in wetting back leather prior to tanning.

NINOL *Detergents— —Emulsifiers*

Our long experience in the field of alkylolamides is at your disposal. For samples or information, write today.

NINOL LABORATORIES, INC.

1719 SOUTH CLINTON STREET • CHICAGO 16, ILLINOIS • CHESAPEAKE 3-9625

In Canada: Chemical Developments of Canada Ltd., 420 Lagauchetiere Street West, Montreal 1, Quebec

To serve you promptly, Shell Chemical has established complete denaturing plants in key industrial centers.

Shell Chemical's ethyl alcohol is of the highest quality, meeting or surpassing all Federal and commercial specifications for purity. It is available as pure alcohol (190 proof), in specially and completely denatured grades, as well as in two proprietary solvents—Neosol® and Neosol A.

Next time you need ethyl alcohol, remember that Shell Chemical bulk distribution facilities are as close as your telephone . . . ready to make the fastest possible delivery . . . in drums, tank trucks, compartment trucks, tank cars or compartment tank cars.

• • •

Your Shell Chemical representative will be glad to discuss your alcohol supply problem with you. Write or phone your nearest Shell Chemical office. Send for "Organic Chemicals," SC:53-18, a catalog of our complete line of other solvents, intermediates and resins.

SHELL CHEMICAL CORPORATION

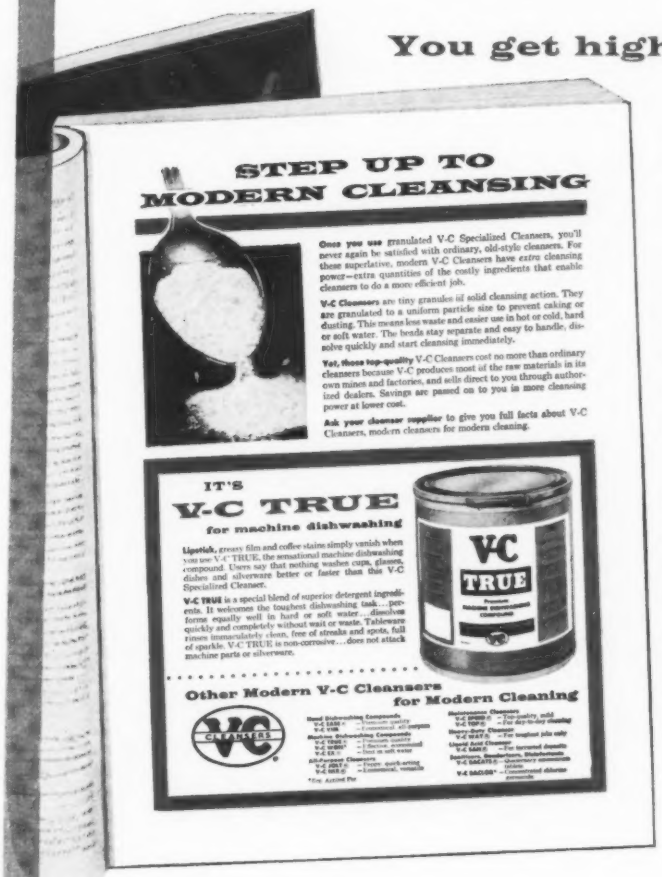
CHEMICAL PARTNER OF INDUSTRY AND AGRICULTURE

380 Madison Avenue, New York 17, New York

Atlanta • Boston • Chicago • Cleveland • Detroit • Houston • Los Angeles • Newark • New York • San Francisco • St. Louis

IN CANADA: Chemical Division, Shell Oil Company of Canada, Limited • Montreal • Toronto • Vancouver

How you benefit by being a V-C Cleanser Dealer


STEP UP TO MODERN CLEANSING
Once you use granulated V-C Specialized Cleansers, you'll never again be satisfied with ordinary, old-style cleaners. For these superlative, modern V-C Cleansers have extra cleansing power—extra quantities of the costly ingredients that enable cleaners to do a more efficient job.
V-C Cleansers are tiny granules of solid cleansing action. They are granulated to a uniform particle size to prevent caking or dusting. This means less waste and easier use in hot or cold, hard or soft water. The beads stay separate and easy to handle, dissolve quickly and start cleansing immediately.
Yet, these top-quality V-C Cleansers cost no more than ordinary cleansers because V-C produces most of the raw materials in its own mines and factories, and sells direct to you through authorized dealers. Savings are passed on to you in more cleansing power at lower cost.
Ask your cleanser supplier to give you full facts about V-C Cleansers, modern cleansers for modern cleaning.
IT'S
V-C TRUE
for machine dishwashing
Lipstick, greasy film and coffee stains simply vanish when you use V-C TRUE, the sensational machine dishwashing compound. Users say that nothing washes cups, glassware, dishes and silverware better or faster than this V-C Specialized Cleanser.
V-C TRUE is a special blend of superior detergent ingredients. It welcomes the toughest dishwashing task... performs equally well in hard or soft water... dissolves quickly and completely without wait or waste. Tableware rinses immaculately clean, free of streaks and spots, full of sparkle. V-C TRUE is non-corrosive... does not attack machine parts or silverware.
V-C
TRUE
Other Modern V-C Cleansers for Modern Cleaning
V-C CLEANSERS

You get higher mark-ups on V-C Cleansers because V-C mines and manufactures most of the raw materials that are used in cleaning compounds. Savings on the cost of raw materials enable V-C to pass along extra profits for you.

V-C Cleanser advertising helps you sell more cleaning compounds in shorter time. A new advertising campaign is reaching owners, managers and operators of the businesses in your community which require large quantities of cleansers.

V-C Cleansers are highest-quality products. They are specially-formulated to make cleaning easier, faster, more economical. They are granulated to a uniform particle size to prevent caking or dusting. Your customers can see and measure the advantages of V-C Cleansers in terms of results and costs. This means more business for you.

Mail the coupon for complete details on how you can become a V-C Cleanser Dealer. Without cost or obligation, find out how it's easy to clean up with V-C Cleansers.

***One in a new series** of V-C Cleanser advertisements currently appearing in leading trade publications.*

V-C CLEANSERS ®

Chemicals Division
Virginia-Carolina Chemical Corporation
401 East Main Street
Richmond 8, Virginia

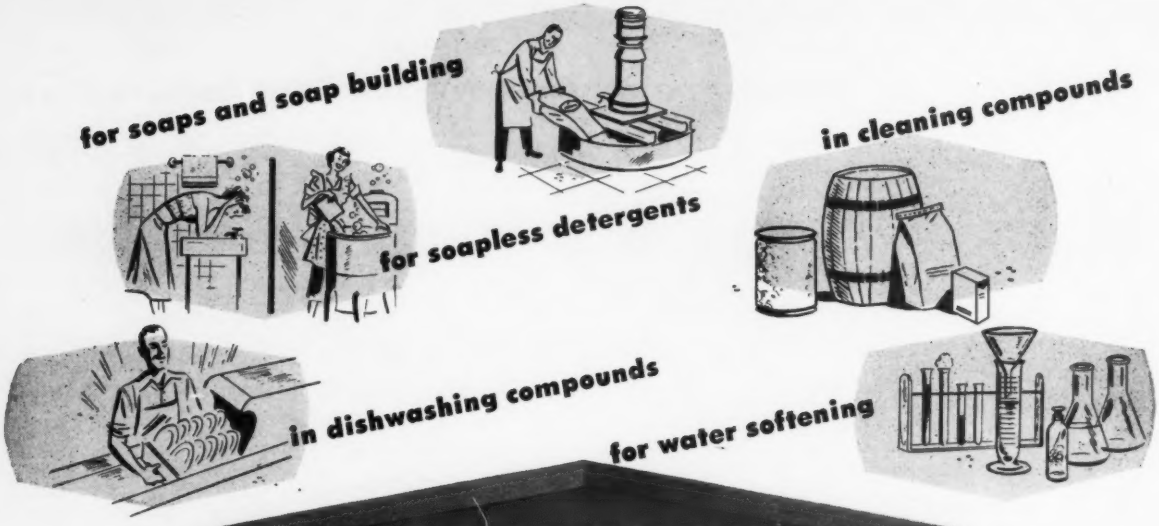
Please send me details on V-C Cleansers and your profit plan for dealers. I am chiefly interested in cleansers for: ☐ The food serving industry. ☐ Maintenance cleaning in industries and institutions.

NAME_____

FIRM_____

ADDRESS_____

CITY_____ ZONE____ STATE_____



BLOCKSON
Sodium Phosphates

Blockson is the major Sodium Phosphate producer that retains intimate small company flexibility by providing large and small customers alike with the phosphates they want when they want them...with a time-saving absence of red tape.

BLOCKSON CHEMICAL COMPANY
JOLIET, ILLINOIS

Blockson Plant . . . Joliet, Ill.

- Sodium Tripolyphosphate
- Tetrasodium Pyrophosphate, Anhydrous
- Sodium Polyphos (Sodium Hexametaphosphate) (Sodium Tetraphosphate)
- Trisodium Phosphate, Crystalline
- Chlorinated Trisodium Phosphate
- Trisodium Phosphate, Monohydrate
- Disodium Phosphate, Anhydrous
- Disodium Phosphate, Crystalline
- Monosodium Phosphate, Anhydrous
- Monosodium Phosphate, Monohydrate
- Sodium Acid Pyrophosphate
- Sodium Silicofluoride
- Sodium Fluoride
- Hygrade Fertilizer

BLOCKSON

If you are making
POWDERED SOAPS ..... here is
GRANULAR BORAX

UNIFORM SPECIAL MESHES

VARIOUS GRAIN SIZES

FREE-FLOWING . . .
Treated to Inhibit Caking!

Because our free-flowing Granular Borax helps to improve most powdered hand soaps and cleansers, you may want to use it. Samples, or Bulletins showing special meshes and particle sizes, sent on request. Just specify product by number on coupon and mail.

BORATES FOR
CHEMICAL SPECIALTY MANUFACTURERS
Now Available in Commercial Quantities

- S-1 **FINE GRANULAR BORAX**
  In special screen sizes; treated to inhibit caking
- S-2 **BORAX 5 MOL**
  Pentahydrate form of Sodium Tetraborate
- S-3 **SODIUM METABORATE**
- S-4 **SODIUM PENTABORATE**
- S-5 **POTASSIUM TETRABORATE**
  Granular
- S-6 **POTASSIUM PENTABORATE**
  Granular and Powdered
- S-7 **POLYBOR**

Technical Bulletins and Samples on request

MANUFACTURERS OF FAMOUS "20 MULE TEAM" PACKAGE PRODUCTS

PACIFIC COAST BORAX CO.
DIVISION OF BORAX CONSOLIDATED, LIMITED
LOS ANGELES • CHICAGO • NEW YORK • CLEVELAND • PHILADELPHIA

TEAR OUT COUPON—MAIL TODAY

PACIFIC COAST BORAX CO.
DIVISION OF BORAX CONSOLIDATED, LIMITED
100 PARK AVE., NEW YORK 17, N.Y.

Send samples—No's.....

Send bulletins—No's.....

NAME.....

COMPANY.....

ADDRESS.....

CITY & STATE.....

(Please attach coupon to your business letterhead)

97 *washups in* **one** *dispenser full of*

PAX·LANO·SAV *HEAVY DUTY*

GRANULATED SKIN CLEANSER

as compared to 50 *for ordinary cleansers*

The efficiency of Pax is impressive. This is not just a claim but a washroom-proven fact. For instance a nationwide corporation* reports that it gets an average of 97 washes per dispenser full of Pax-Lano-Sav Heavy Duty as compared to about 50 washups from ordinary skin cleansers. Impartial scientific tests show Pax *up to 4 times more effective* than some brands.

The washes you get with Pax-Lano-Sav"Heavy Duty aren't just ordinary washes for they go after the deep down grime and the subborn dirt in crevices and around hair follicles. Pax gets the skin REALLY CLEAN. Hands feel good after Pax's exclusive "washcloth" cleansing action and there's no drying after-effects because Pax is mild and its abundant amounts of soothing emollients, including lanolin, help replace natural oils lost in washing. Pax will eventually save you more money because its skin conditioning action makes the skin ever smoother so that it actually takes less cleanser to get the hands clean.

In addition to super cleansing ability and top savings you can also expect the greatest possible protection against dermatitis and its resultant costly compensation claims.

Write on your letterhead for sample and complete information . . . today.

*Name on request.

ACCEPTED COMMITTEE ON COSMETICS AMERICAN MEDICAL ASSOCIATION

Pax-Lano-Sav Heavy Duty Granulated Skin Cleanser has been accepted by the Committee on Cosmetics of the American Medical Association and awarded its official seal.

There is a complete line of Pax granulated and powdered skin cleansers, waterless skin cleansers, hecto ink cleansing cream, maintenance and metal cleaners. Distributed Nationally from Pax Warehouses and Jobber Stocks.

G. H. PACKWOOD MANUFACTURING CO.

Manufacturing Chemists

1545 TOWER GROVE AVE. • ST. LOUIS 10, MO.

LOOK for the PAX ROOSTER

for it's Your Assurance of a Superior Product

**Trade name of G. H. Packwood Mfg. Co.

Mr. fatty acid says...

"for clear liquid soaps that really lather and give uniform color batch after batch . . . use

ADM RO-10 fatty acid"

FATTY ACID TYPE AND GRADE	METALLIC SOAPS	LIQUID SOAPS	WAXES AND POLISHES	INSECTICIDES AND DISINFECTANTS	LUBRICATING GREASES	COSMETICS	PHARMACEUTICAL
COCONUT Double-Distilled		X		X		X	
LINSEED							
Regular	X	X		X			
SM-500	X	X		X			
SM-600	X	X		X			
Essential Unsaturated Free Fatty Acids							X
SOYA							
Regular	X	X		X			
RO-4	X	X		X			
RO-10	X	X	X	X	X		
RO-11S	X			X			
MIXED VEGETABLE RO-8	X	X	X	X	X		
CORN-SOYA Double-Distilled		X	X	X	X		
CORN Double-Distilled		X	X	X	X		
COTTONSEED Double-Distilled	X		X	X	X		

SPECIFICATIONS

CONSTANTS	RO-10	DOUBLE-DISTILLED CORN
ACID NUMBER	195-205	195-205
SAPONIFICATION NUMBER	198-207	198-210
IODINE NO. (WIJS)	125 min.	105-120
COLOR (GARDNER)	5-6	8 max.
LBS. PER GALLON	7.46	7.41
TITER	23-29	28-32

Rigid quality control of this distilled soya fatty acid means truly uniform color and clarity. None of the impurities or unsaponifiables normal to undistilled acids. No glycerine loss or recovery problem. High yields of neutral soaps. That means cost is low.

Want complete information? Just call your nearby Archer-Daniels-Midland office for Bulletin 78 which covers RO-10 Soya Fatty Acids...or mail coupon below.

For clearer liquid soap

ADM fatty acids

MAIL THIS COUPON

ARCHER-DANIELS-MIDLAND CO.
P. O. Box 839, Minneapolis 2, Minn.

• Please send Bulletin 78 on ADM RO-10 Soya Fatty Acids.

NAME_____

COMPANY_____

CITY_____ ZONE____ STATE_____

COMPOUNDERS OF

Commercial, Self-Service Laundry

and

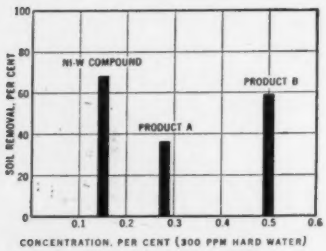
Automatic Home Washer products!

NEW DISPERSANT NI-W

Superior COTTON DETERGENCY

with low, controllable sudsing

Dispersant NI-W was developed by Oronite specifically as a detergent for commercial laundries, self-service laundries and the home tumbling type washer. Its very high detergency and low foaming characteristics make it outstanding for these applications. A light straw-colored liquid, NI-W may be blended with phosphates or other builders and dried to give free-flowing compounded detergents. You will find NI-W very adaptable for the manufacture of economical, high-quality products. Technical bulletin describing NI-W is available on request.



Cotton detergency in a tumbling type automatic washing machine of a formulation based on Dispersant NI-W compared to products A and B (commercial materials designed for this use). Note that each product was tested at the recommended use concentration and that the NI-W compound shows high soil removal performance at low concentration.

"The world's largest producer of synthetic detergent raw materials"

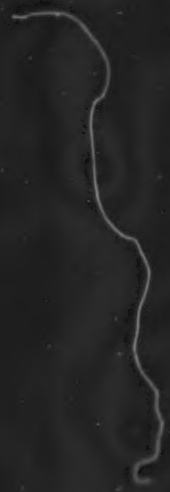
OTHER ORONITE DETERGENT PRODUCTS

Detergent Alkane • Detergent Slurry
Detergent D-40 • Detergent D-60
Dispersant NI-O • Wetting Agent "S"

ORONITE CHEMICAL COMPANY
200 Bush Street, San Francisco 20, California
30 Rockefeller Plaza, New York 20, New York
20 North Wacker Drive, Chicago 6, Illinois
714 W. Olympic Blvd., Los Angeles 15, California
Mercantile Securities Building, Dallas 1, Texas

ORONITE CHEMICAL COMPANY

2884



After Closing . . .

Buys Carman Branches

Thompson-Hayward Chemical Co., Kansas City, Mo., has purchased the assets of seven branches of the Carman Co., New York, it was announced recently by Charles T. Thompson, the firm's president. The Carman Division, Thompson-Hayward Chemical Co., is headed by Charles O. Davis, manager of the laundry department of Thompson-Hayward and Robert H. Lees, president of Carman Missouri Corp. The division includes units at Kansas City, Mo.; St. Louis, Mo.; Ft. Worth, Houston, and San Antonio, Tex.; Rock Island, Ill.; and Omaha, Neb.

— ★ —

Sweden Detergent Study

A study of the effects of detergents on health is being undertaken by the royal medical board of Sweden, it was revealed recently. Swedish consumer cooperatives have made $20,000 available for the investigation. Although Sweden's big nationwide central cooperative, Kooperative Forbundet, manufactures detergent washing powders for distribution to its members, directors of K F told the medical board that any possible health hazards should be made public and that the impartial government medical agency should make the investigation and report.

— ★ —

Named by Solventol

The appointment of Dr. Henry A. Goldsmith as chief chemist, and Ben Ray as manager of technical field service, industrial chemical sales division, was announced last month by Solventol Chemical Products, Inc., Detroit. Dr. Goldsmith, as head of the research laboratory, will be responsible for product development and research. In addition he will assist the technical sales and service division. Before joining Solventol, he was associated with Colgate-Palmolive Co., Jersey City, N. J., and Theobald Industries, Kearny, N. J.

— ★ —

George Joins Witco

William F. George, who retired at the end of September as New York district sales manager

William F. George

for Hooker Electrochemical Co., Niagara Falls, N. Y., has joined Witco Chemical Co., New York, as special assistant to Robert I. Wishnick, president of Witco.

A dinner on Sept. 17 at the Niagara Falls Country Club, at the end of the annual three day Hooker sales conference, was highlighted by a testimonial to Mr. George. His colleagues presented him with two large silver candelabra and a silver fruit bowl of matching design.

Mr. George was first employed briefly by Hooker in 1912 to purchase construction materials for plant expansion. He returned in 1915 in a similar position for another expansion phase. When this was completed he was transferred to the sales department in New York City. He left the company in 1916 to form W. F. George Chemical Co. He was later co-publisher of *Chemical Industries* magazine.

He returned to Hooker in 1942 when he was put in charge of the New York sales office. He recently completed two years as president of the Chemists' Club of New York, and is a charter life member of the Salesmen's Association of the American Chemical Industry.

— ★ —

FTC Drops Purex Complaint

The Federal Trade Commission announced September 27 that the hearing examiner's dismissal of a complaint charging Purex Corp., South Gate, Calif., with price discrimination in the sale of "Purex" bleach has become final. The motion of Purex that the complaint be dismissed was granted on the ground that no violation of the Clayton-Act, as amended by the Robinson-Patman Act, was established.

— ★ —

New Soap Specification

A draft of proposed specification P - S - 00602 (GSA - FSS) (soap, medium titre) was distributed for study and comment by the Federal Supply Service, General Services Administration, Sept. 30, 1954. Comments on the specification were asked for by Oct. 22, by F. J. Frattali, technical assistant, Specifications Branch, Standards Division, General Services Administration.

The specification calls for a soap in chip, granular or powdered form. The soap is to be of a white or light amber color. The specification calls for a minimum anhydrous soap content of 88 percent; moisture and matter volatile at 105° C, 7.0 percent maximum; sum of free alkali or free acid, matter insoluble in alcohol, and sodium chloride 6.0 percent maximum; sodium silicate, 0.25 minimum, 2.0 maximum; free alkali, calculated as sodium hydroxide, 0.2 percent maximum; free acid, calculated as oleic acid, 0.2 percent maximum; matter insoluble in water, 1.5 percent; no rosin or sugar; copper, ppm 10.0 maximum; titre of the mixed fatty acids prepared from the soap, 18°C. minimum, 33°C maximum; Iodine number (wijs) of the mixed fatty acids

prepared from the soap, 75.0 minimum, 135.0 maximum; residue retained on No. 12 sieve (granular or powdered form only,) 1.5 percent maximum, and organic oxidation inhibitor, 0.05 minimum.

—★—

New York Freon Office

Establishment of a New York office to handle sales of "Freon" aerosol propellents and fluorinated hydrocarbon refrigerants, was announced early in October by the Kinetic Chemicals Division of E. I. du Pont de Nemours & Co., Wilmington. Warren L. Hotmer, for the last three years New York area sales representative for the wholesale refrigerants section of the Kinetic Chemicals Division, has been named sales supervisor in charge. The office will be located in, and will function under, the New York district office of Du Pont's organic chemicals department, 40 Worth St., headed by S. M. Conn.

—★—

Stokes Shows Furnace

A small tilting-type melting furnace that actually operates will be a feature of the exhibit of F. J. Stokes Machine Co., Philadelphia, during the National Metal Exposition in Chicago's International Amphitheatre, Nov. 1-5. The small vacuum furnace at the Metal Show will be of 30 pound capacity, and after the show will be installed at the plant of a Stokes' customer for making investment castings of vacuum purity metal on a regular production basis.

—★—

Tall Oil Contest

The establishment of a contest to recognize outstanding unpublished papers and research work of persons working on tall oil and tall oil products was announced late last month by the Tall Oil Association, New York. Papers will be judged on their originality and technical merit, not on their value as literature, Dr. Arthur Pollak, technical consultant for the association, pointed out. The three best papers will be given awards of $500, $250 and $100, respectively.

APHA Meets in Buffalo

Nearly 5,000 health authorities of the North American continent attended the 82nd annual meeting of the American Public Health Association, held Oct. 12-15 in Memorial Auditorium, Buffalo, N. Y. Approximately 94 technical and 55 scientific exhibits were a feature of the meeting. Discussion programs were presented by the 13 sections of the association, during which 500 speakers contributed to the 175 scientific sessions at the five day conference.

—★—

P. I. Holds Aerosol Session

A study of aerosols is included in the 16th annual forum of the Packaging Institute, to be held October 25 through 27 at the Roosevelt Hotel, New York. The following papers will be presented at the aerosol session: "Glass Filling" by F. A. Mina, Zonite Products Corp., New Brunswick, N. J.; "Refrigerated Filling" by Lee J. Wallace, J. P. Salmini Co., Bridgeport, Conn.; and "Pressure Filling" by Grant Hoyt, Alpha Engineering & Machine Works, Chicago. Moderator of the session will be John A. Warren, recently of American Home Products, Inc., New York, now of the American Management Association.

—★—

New Stokes & Smith Unit

"Stokesmatic" is a fully automatic paper box machine described on a six-page two-color folder published recently by Stokes and Smith Co., Philadelphia. Diagrams and text give details on the unit and its operation, which includes staying, gluing, registration, feeding, and wrapping.

—★—

Waterless Washing Film

Washing without water is the subject of a new film sponsored by the National Association of Manufacturers. The development and production of "SBM-30 Waterless Skin Cleanser" and the use of "SBS" waterless washstations or dispensers are covered in this film (NAM reel No. 189) which will appear on more than 500 television stations. "SBS" products are made by Sugar Beet Products Co., Saginaw, W.S., Mich. This and other films on waterless washing in industry may be obtained from the company.

—★—

Cowles Ups Prices

Prices for "Drymet" and "Crystamet" were advanced, effective October 1, it was announced by Cowles Chemical Co., Cleveland. The new schedules, per cwt, f.o.b. works, freight equalized, run as follows: "Drymet" regular, in bags, $5.10, and in drums, $5.50; fines, bags, $4.95, drums, $5.35; "Crystamet," bags, $4.10 and drums, $4.50.

—★—

C-P Isotope Lab

Establishment of a new radioisotopes laboratory for basic research in soaps, synthetic detergents and toilet articles was announced last month by Colgate-Palmolive Co., Jersey City, N. J. The new installation located in New Brunswick, N. J., uses isotopes as tracers in laboratory tests of how various ingredients function. The tests will be carried out using as subjects such animals as rats, and hamsters. Cut swatches of hair will be used in shampoo studies. A building provided through the cooperation of Rutgers University, whose Wright Chemical Laboratory is nearby, will house the new research unit.

To head the laboratory, Colgate has appointed Dr. Manno F. Nelson, who has carried out isotope research at the University of Iowa.

—★—

New Conco Terminals

The expansion of its distribution facilities for its line of intermediates for synthetic detergents was announced recently by the petrochemical department of Continental Oil Co., New York. Delivery of "Neolene 400" by tank car, tank truck and barge is now possible from Conco facilities at Jersey City, N. J.; Baltimore; Chicago; Louisville, Ky.; and Lake Charles, La.

Stop the Eye...Start the Sale...

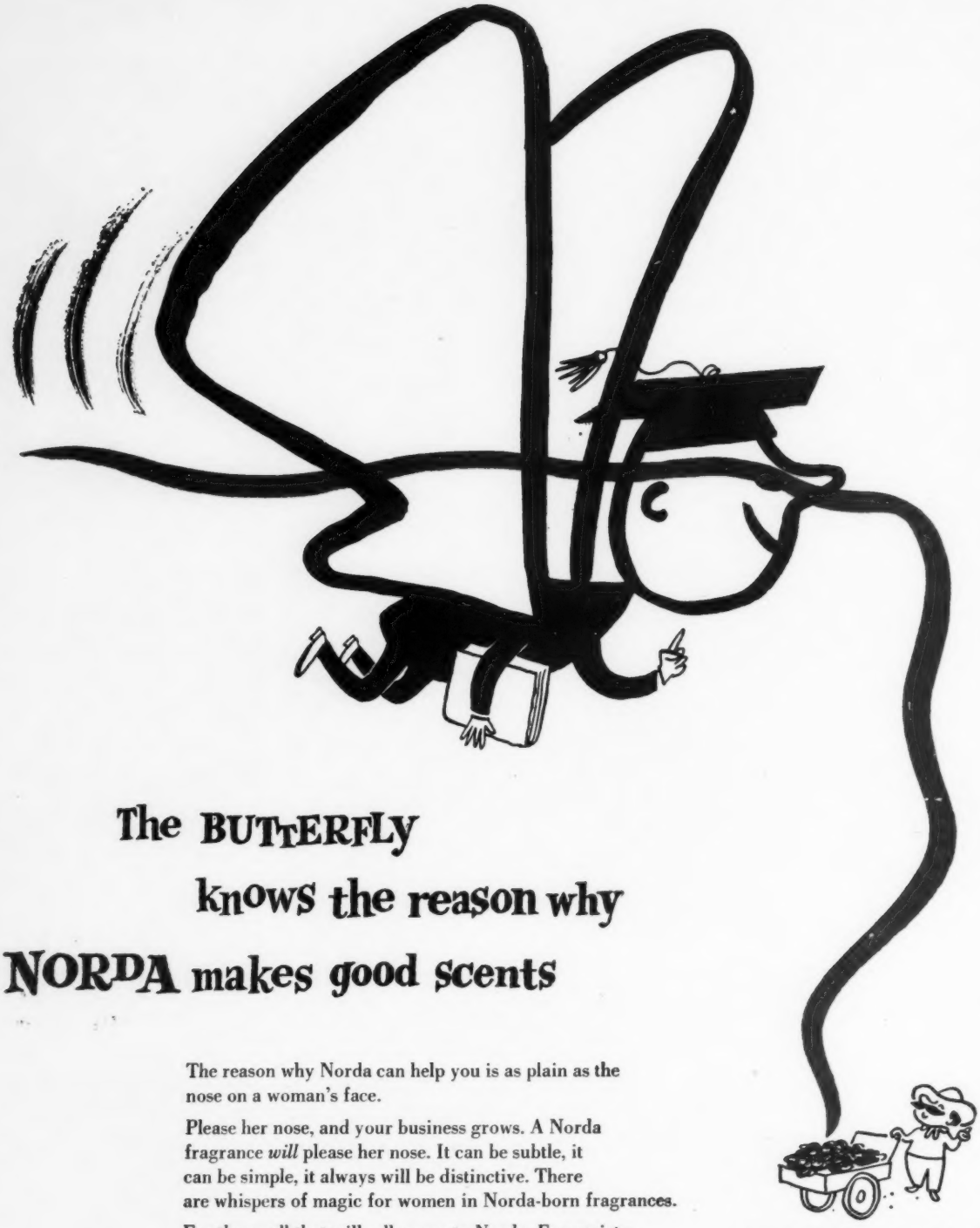
You've just made a sale. Her eye was caught by *your* product in its distinctive *blue* bottle and she's going to buy. That's not strange. Maryland Blue is a powerful salesman. It stops the eye in the store . . . invites use in window and counter displays . . . acts as a constant reminder in the home. It imparts to your product the integrity and quality that has been associated with blue through the centuries.

See for yourself why leading firms utilize Maryland Blue's rich color as an advertising, merchandising, and selling tool. Write for samples today. No obligation, of course.

MARYLAND GLASS CORPORATION, Baltimore 30, Maryland.

Pack to attract in Maryland Blue

Also available in clear glass



The BUTTERFLY knows the reason why NORDA makes good scents

The reason why Norda can help you is as plain as the nose on a woman's face.

Please her nose, and your business grows. A Norda fragrance *will* please her nose. It can be subtle, it can be simple, it always will be distinctive. There are whispers of magic for women in Norda-born fragrances.

For the smell that will sell, come to Norda. For variety, let Norda help you. For generous *free* samples that prove what we say, send your letterhead to Norda today.

Always remember—never forget
Norda Makes Good Scents

Norda **Essential Oil and Chemical Company, Inc.**
601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • SAN FRANCISCO • MONTREAL • TORONTO • HAVANA • LONDON • PARIS • GRASSE • MEXICO CITY

making "DO" with a substitute?

SWIFT'S SPERMACETI USP

A strictly uniform product . . . readily available at attractive prices

If you've been "making do" with a substitute—you'll be interested to know that Swift & Company has *doubled its production* of Spermaceti USP.

Expanded production facilities have resulted from extensive research into this difficult-to-replace product. Swift's Spermaceti USP has the special characteristics of light color, good odor and low iodine value that can be found only in a quality grade marine product . . . and it's available *now* from many Swift & Company plants and warehouse facilities throughout the U. S.

Swift's Spermaceti USP is only one of an extensive line of Swift's Industrial Oils and Fatty Acids that are daily serving diversified Industrial Chemical needs. Check over the list below. Write for further information on any of the many Swift's products available for your specialized or standard soap or sanitary requirements.

Oleic Acid (Red Oil)* • *Animal Fatty Acids* • *Vegetable Fatty Acids* • *Stearic Acids* • *Hydrogenated Fatty Acids* • *Spermaceti U. S. P.* • *Monoglycerides* • *Sulfonated Oils* • *Hydrogenated Glycerides* • *Emulsifiers

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

Call Swift for INDUSTRIAL OILS and FATTY ACIDS

Another of Swift's Products for Industry

USE THIS COUPON FOR FURTHER INFORMATION

Swift & Company, Industrial Oil Dept.
1834 165th Street
Hammond, Indiana

Please send data on the following products:

_____

_____

*Name*_____ *Title*_____

*Company*_____

*Address*_____

*City*_____ *Zone*____ *State*_____

O-55

Soap quality and grade consistency depend so much on the uniformity of your raw materials, it's good to have a source of supply in which you have complete confidence. That's why so many manufacturers are depending regularly on *International* for *Caustic Potash*. You'll find that *International Caustic Potash* is virtually free of impurities, consistently low in iron, copper and nickel. So for your requirements of Caustic Potash for the production of soap or other products, call *International* and be sure.

CAUSTIC POTASH—*all standard grades*

CARBONATE OF POTASH—*all standard grades*

POTASSIUM CHLORIDE—*refined and technical grades*

SULFATE OF POTASH • **LIQUID CHLORINE**

MURIATIC ACID

FOR SOAP MAKING

Special low iron grade—45-50%. Available in 675 lb. drums and tank cars.

GENERAL CHEMICAL USE

SOLID—90%. Available in 700 lb. drums.

FLAKE—90%. Available in 100, 200 & 400 lb. drums.

GRANULAR (BROKEN)—90%. Available in 100, 210 & 425 lb. drums.

LIQUID—Iron free, a clear water-white solution of 45%. Available in tank cars and 675 lb. drums.

LIQUID—Special low chloride, iron-free grade—45%.

AMERICAN SELECTED WALNUT—Available in 100, 210 & 425 lb. drums.

INTERNATIONAL MINERALS & CHEMICAL CORPORATION

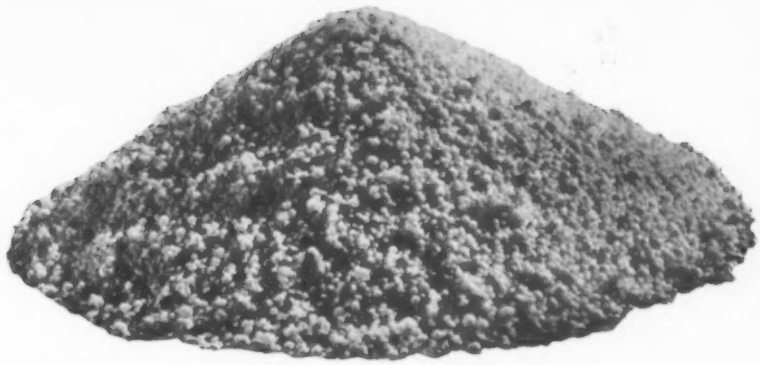
Address all inquiries to Industrial Sales Dept., Potash Division ● *General Offices: 20 North Wacker Drive, Chicago 6* ● *61 Broadway, New York 6* ● *Midland, Texas*

LIQUID

RENEX 20—light amber liquid, 100% active. Polyoxyethylene ester of mixed fatty and resin acids. Low sudsing, high detergency.

OR SOLID...

RENEX 25—light yellow, free-flowing powder. Made by the concretion of Renex 20 with urea.



RENEX® low-foaming detergent concentrates

Available in either liquid or solid form, Renex non-ionic detergent concentrates put high detergency into low-sudsing formulas. They are especially applicable to dishwashing preparations, home laundry compounds and similar formulas where their low foaming index prevents interference with mechanical cleaning action. You'll save with Renex . . . because Renex materials are economically priced, and because they are so effective that you'll need only a small percentage to produce excellent results.

You'll find Renex detergent concentrates are fully compatible with all usual ingredients of built formulas. Other Renex types provide high stability in acids and alkalis. For information, samples and technical assistance in formulation, write or call Atlas today.

CHEMICALS DEPARTMENT

ATLAS POWDER COMPANY

WILMINGTON 99, DELAWARE

offices in principal cities

ATLAS POWDER COMPANY, CANADA, LTD.
BRANTFORD, CANADA

Dependable Source for Chemical Raw Materials

Edwin M. Ross, manager of production division, W. H. & L. D. Betz, Philadelphia, nationally known chemical engineers and consultants.

"Pluronics have definitely been an aid to us in water conditioning"

— W. H. & L. D. Betz, Philadelphia, Pa.

Industrial water conditioning is an exacting service business with a big future. W. H. & L. D. Betz, chemical engineers and consultants, Philadelphia, have been prominently identified with this business since 1925.

Each year, Betz mixing and formulating plants, in Philadelphia, Texas, California and Montreal, blend thousands of "prescriptions," each formulated to solve some individual water-conditioning problem for industry. These plants actually perform the function of a giant pharmacy. They are the focal point of Betz engineering skill and experience.

"In our prescriptions we use many ingredients," says Edwin M. Ross, manager of the Betz production division. "We are continuously testing new products that may help us improve our services to industry. Recently, we tested the Pluronics, Wyandotte's nonionic surface-active agents. As a result, we are now using the Pluronics in certain areas of our water-conditioning service. They have definitely been an aid to us in solving water-conditioning problems."

Have you investigated Wyandotte's Pluronics* for your products? They offer a combination of vital properties which cannot be duplicated in any other single nonionic surfactant; the Pluronics are the most versatile agents of their type available today.

For complete technical data on the Pluronics, or on our other organic and inorganic chemicals, write us, stating your problem. We will be pleased to cooperate with you. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Offices in principal cities.* *REG. U.S. PAT. OFF.

Wyandotte
CHEMICALS
HEADQUARTERS FOR ALKALIES

Soda Ash • Caustic Soda • Bicarbonate of Soda • Chlorine
Calcium Carbonate • Calcium Chloride • Chlorinated Solvents
Glycols • Anionic and Nonionic Detergents • Agricultural
Insecticides • Other Organic and Inorganic Chemicals

Feature PURO DEODORANTS

for Quality that builds Customer Satisfaction and Repeat Profits!

- ★ **Far More Economical . . . Longer Lasting**
- ★ **100% Pure Paradichlorobenzine Fused with Fine Perfume Oils**
- ★ **Attractively Packaged**
- ★ **Pleasing Scents Assure Bigger Repeat Sales**
- ★ **A Complete Line for Every Purpose**

WRITE FOR SAMPLES AND JOBBER PRICES

NEW! Cash In On Fast-Selling SANA-KLEEN T-77 *Automatic* TOILET BOWL CLEANER

Banishes an Unpleasant Task

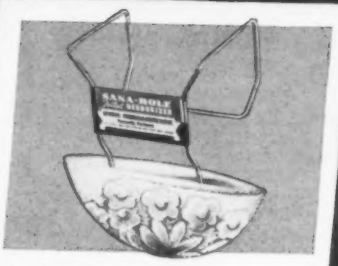
Cleans automatically by chemical action . . . no scrubbing needed. One block in flush tank each week stops odors, stains, dullness. 24 blocks to carton. Also available in tubes of 12 blocks. Private label, on either package, on orders of 4 cases or more.

PURO 4-OZ. DEODORANT BLOCKS

Outstanding Seller for Every Public Use!

Most popular size and shape, for urinals and general use. Made to U.S. Navy specification MIL-D-2178. Attractive cellophane wrap and special tube containers protect from evaporation. In pleasant Surf, Lilac and Rose odors. Economical—long lasting.

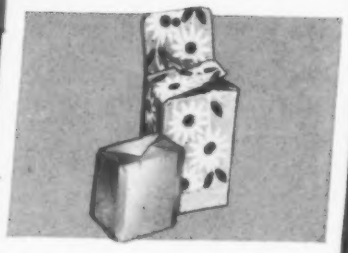
PURO SANA-BOLE DEODORANT



Extra Profits from This Exclusive Specialty!

Banishes odors at their source. Patented "Snap-on" wire hanger holds cake securely in bowl and practically out of sight. Delicate flower-like fragrance. Ideal for home, hotel and public toilets—a much larger market than urinal blocks. 4-oz. cake.

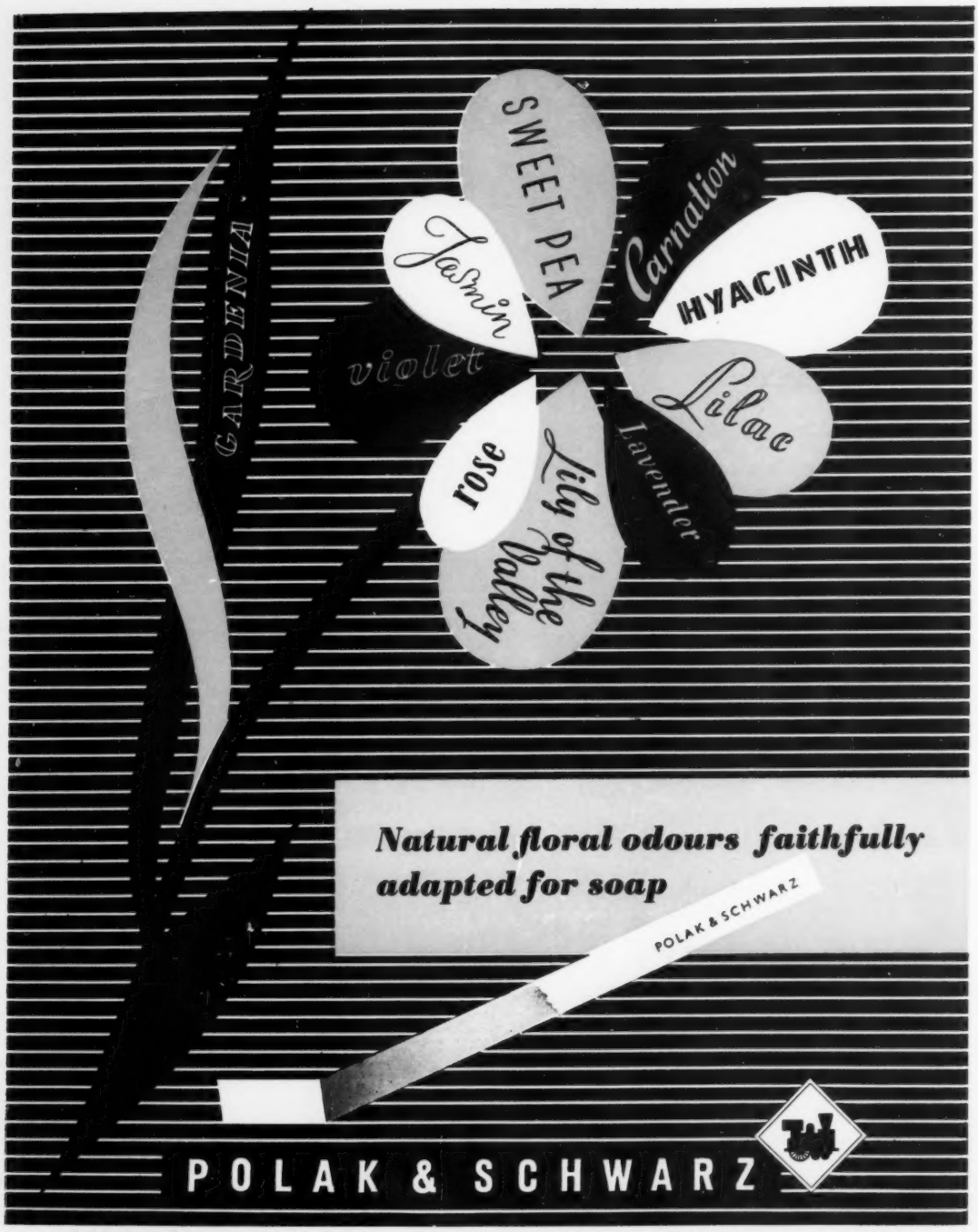
PURO JUMBO DEODORANT BLOCKS



Heavy Duty Hanger Blocks

By popular demand, now available in 8, 12, 16 and 24 oz. cakes which are effective longer over a larger area. The three larger blocks come in convenient hanger containers. Cellophane wrap prevents evaporation before use. In pleasant, refreshing Surf, Lilac and Rose fragrance.

THE *Puro* COMPANY, Inc. (Established 1929) 2801 LOCUST STREET • ST. LOUIS 3, MISSOURI



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Polak & Schwarz Inc., 667 Washington Street, New York 14 (N.Y.)

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PROPARGYL ALCOHOL $HC{\equiv}CCH_2OH$	Three centers of reactivity. Chemical intermediate for pharmaceuticals, agricultural chemicals, etc. Corrosion inhibitor and stabilizer for halogenated compounds.
PROPARGYL HALIDES $HC{\equiv}CCH_2X$	Three centers of reactivity. Chemical intermediate for terpenes and pharmaceuticals, etc. Agricultural uses as soil fumigant, etc.
2-BUTYNE-1, 4-DIOL $HOCH_2C{\equiv}CCH_2OH$	Reacts as a glycol and di-substituted acetylene. Chemical intermediate for solvents, plasticizers, plastics, etc. Corrosion inhibitor and stabilizer for halogenated compounds.
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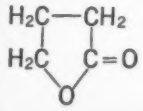
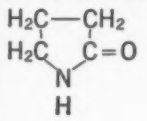
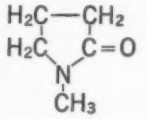
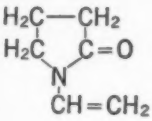
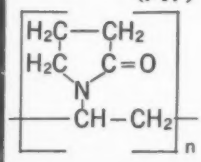
BUTYRO-LACTONE 	Powerful organic solvent for polyacrylonitrile, cellulose acetate, polystyrene, etc. Selective solvent for acetylene in natural gas. Chemical intermediate for aliphatic and cyclic compounds.
2-PYRROLIDONE 	Polymerizes to high molecular weight, linear, nylon-type, polyamide condensation product. Gives γ-aminobutyric acid and derivatives, also N-acyl lactams.
N-METHYL-2-PYRROLIDONE 	Powerful organic solvent for acrylonitrile polymers and copolymers, cellulose triacetate, etc. Selective solvent for acetylene in natural gas. Spinning agent for polyvinyl chloride solution.
N-VINYL-2-PYRROLIDONE 	Will copolymerize with almost all vinyl monomers. Permits modification of many properties in existing homopolymers. Gives control of hydrophobic and hydrophilic properties of products.
POLYVINYL-PYRROLIDONE (PVP) 	Binder, stabilizer, detoxifier, protective colloid, thickener, film former. Physiologically compatible. Wide solubility range. For use in pharmaceuticals, cosmetics, foods, detergents, dye stripping, synthetic fiber additive, size component, lithography, agricultural chemicals, etc.

Until the new plant at Calvert City, Kentucky, is completed, these products are available in quantities up to tank cars from the GAF pilot plant and semi-works at Linden, N. J.

For technical information, price schedules and samples write to:

GENERAL ANILINE & FILM CORPORATION
COMMERCIAL DEVELOPMENT DEPARTMENT
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ANIMAL FATS

Sperm Oil, Oleo Stearine, Lard Oil, Neatsfoot Oil, Grease, Tallow, Lanolin

FATTY ACIDS

Red Oil, Tall Oil, Tallow
Stearic Acid
Hydrogenated Fatty Acid
Cottonseed and Soybean Fatty Acids

ALKALIES

Caustic Soda, Solid, Liquid, and Flake; Soda Ash, Light and Dense
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Calcium Chloride
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Quadrafos Granular and Beads—a stable polyphosphate for water conditioning and mild but effective detergency.

Soapers have depended on WH&C ...for Raw Materials of Quality

SINCE 1838, we've been supplying the nation's "soapers" with basic raw materials.

SILICATE OF SODA—Liquid powdered and solid.
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MAYPONS—Unique surface active agents; prolific foam; high detergency and emulsifying powers; suitable for cosmetic and industrial use.

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Established 1838

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A QUALITY CHOICE OF THE WORLD'S LEADING SYNTHETIC DETERGENT PROCESSORS!

NEOLENE 400

INTERMEDIATE FOR SYNTHETIC DETERGENTS

Now 5 convenient terminals for fast delivery

Conoco's expanded distribution facilities provide the fastest possible delivery of NEOLENE 400 by tank car, tank truck and barge. This minimizes inventory requirements for customers. From 5 strategic U. S. locations, Conoco now serves a growing number of processors with increased efficiency and economy. Write for more information about NEOLENE 400 and other Conoco Petrochemicals.

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30 Rockefeller Plaza, New York 20, N. Y. 1353 No. North Branch Street, Chicago, Ill.

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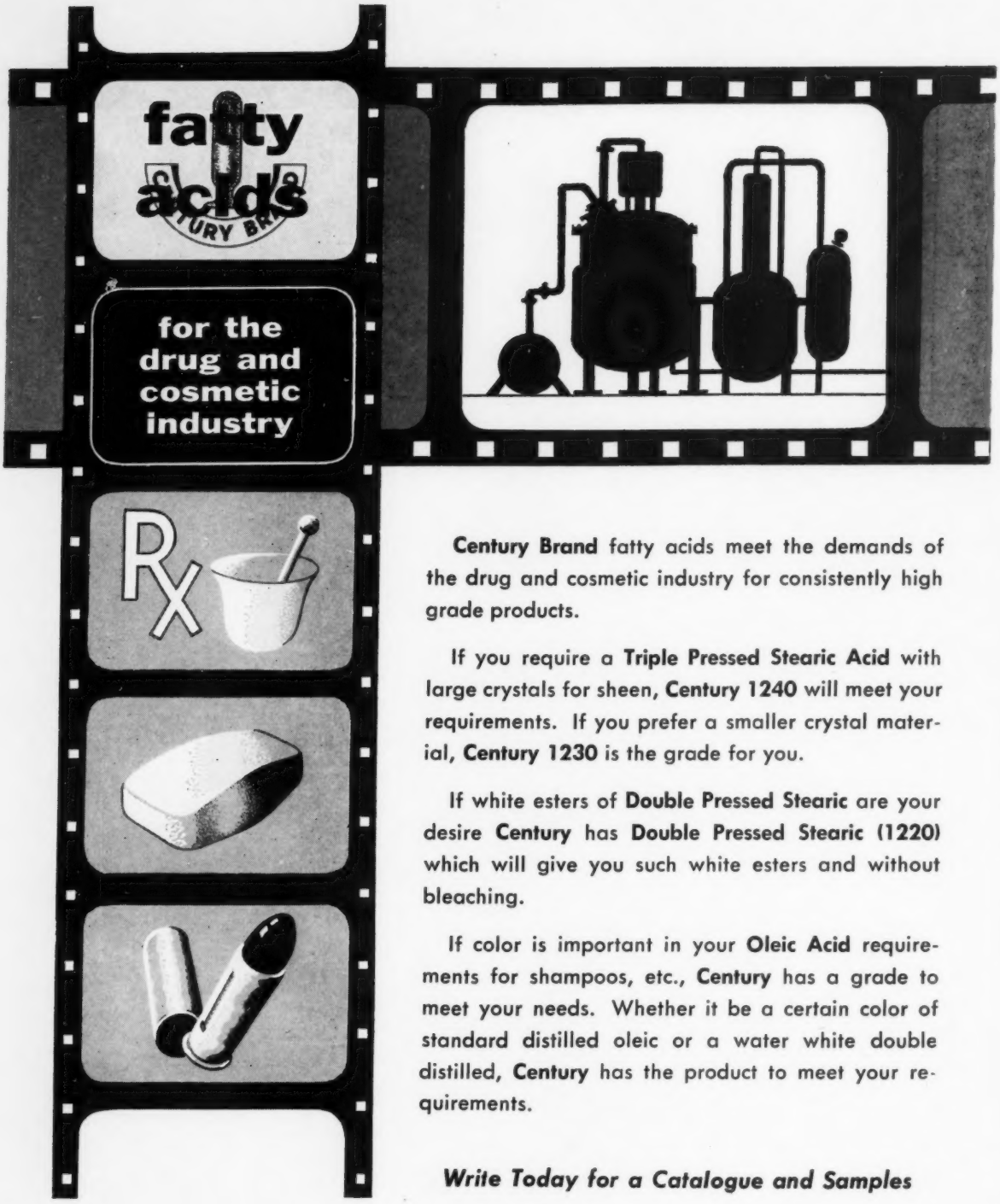

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If you require a **Triple Pressed Stearic Acid** with large crystals for sheen, **Century 1240** will meet your requirements. If you prefer a smaller crystal material, **Century 1230** is the grade for you.

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Century Stearic Acid Products, Inc.

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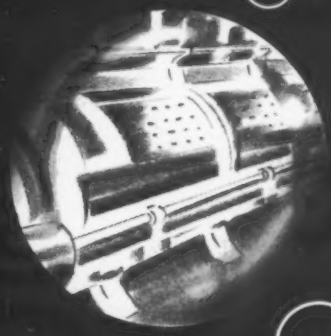
PLANT: DOVER, OHIO
In Canada: W. C. Hardesty Co. of Canada Ltd., Toronto

car washing

wet cleaning



More sales opportunities for you with this all-purpose detergent...

SULFRAMIN* HD BEADS

Spray Dried Alkyl Aryl Sulfonate

Yes, you'll find a ready, profitable market for Sulframin HD Beads, Ultra's popular all purpose detergent, among restaurants and institutions in your territory. And you'll find that once customers try these fine-quality High Detergent Beads they'll keep on buying them—give you a steady repeat business.

Produced in accordance with a balanced formula containing dodecyl benzene sulfonate, complex phosphates, CMC, and a great white dyestuff. Sulframin HD Beads assure thorough wetting, excellent detergency, and free rinsing. HD Beads are effective and economical for laundry work, wet cleaning in dry cleaning plants, rug cleaning, car washing and dish washing.

Packed for your convenience in 130 lb. drums, 90 lb. drums and 50 lb. bags. Also available for resale under your own label.

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ULTRA CHEMICAL WORKS, INC.

Home Office: PATERSON, N. J.

Joliet, Ill. • Hawthorne, Calif.

*T.M. Reg. U. S. Pat. Off.

Ultra Chemical Works, Inc.
P. O. Box 2150
Paterson, N. J.

Please send me full details on Sulframin HD Beads and your private label plan.

Name.....

Address.....

City..... Zone..... State.....

Chemicals by . . . Marchon

WHITEHAVEN · ENGLAND

HIGHER ALIPHATIC ALCOHOLS	*by high pressure hydrogenation*	LAUREX BRAND
LAURYL ALCOHOL and homologues	*by vacuum fractionation*	
SODIUM LAURYL SULPHATE	*spray dried powder to USP & BP specification*	EMPICOL BRAND
TRIETHANOLAMINE LAURYL SULPHATE	*for shampoos, toilet preparations and liquid cleansers*	
SODIUM LAURYL SULPHATE NEEDLES	*non-dusty for toothpastes, cream shampoos and industrial use*	
LAURYL ETHERS	*emulsifiers, surface tension modifiers, coupling agents*	EMPILAN BRAND

Marchon

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Manufacturers of . . .

ORGANIC DIVISION: fatty alcohol sulphates (EMPICOLS), emulsifiers (EMPILANS), self-emulsifying waxes (EMPIWAXES), alkyl aryl sulphonates (NANSAS) and other detergent bases, additives and emulsifiers in powder, paste and liquid forms.

INORGANIC DIVISION: phosphoric acid and complex phosphates.

SS 96

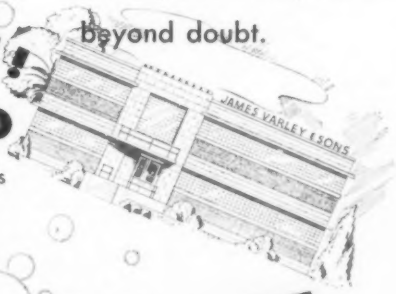
CONCENTRATE

LIQUID SOAPLESS DETERGENT

SS 96 possesses powerful detergency qualities as well as great sudsing and wetting values. SS 96 is a liquid chemical compound with remarkable dirt removing properties and a test of its cleaning power against that of so-called "wetting agents" will prove this point beyond doubt.

TESTED and PROVEN!

in LABORATORY and FIELD

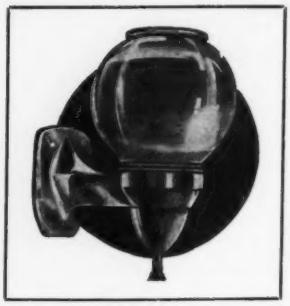


Our laboratory facilities for testing disinfectants, germicides, antiseptics and allied sanitary products are unexcelled. All products are field-tested before marketing to be certain of assured top performance under practical conditions of use. The experience gained in over 30 years in the sanitation industry is placed at your disposal... avail yourself of our modern plant and laboratory facilities.

float in bubbles!

James Varley & Sons INC.
1200 SWITZER AVENUE • ST. LOUIS 15, MO.

newer than tomorrow! more modern than television!



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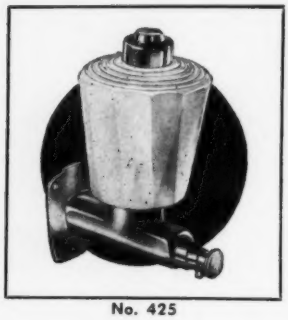


No. 425

No. 300

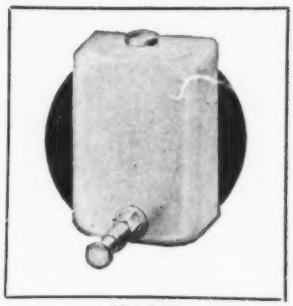
No. 400

IT'S EASY TO SELL SOAP WITH MOORE BROTHERS DISPENSING EQUIPMENT!

No. 200

No. 500

Let Moore Brothers help you reap lots more dollars from soap sales with 23 styles of attractive, durable and smooth-operating dispensers for liquid, lather or powder soaps. Dispensers priced for every requirement . . . designed for all types of installations.



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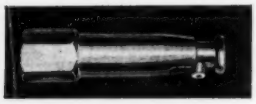

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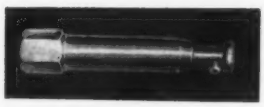
Write for our catalog sheets and price lists, today!



No. 650

MOORE BROTHERS COMPANY

101 WARREN STREET NEW YORK 7, N. Y.

Quality-proven Soap Dispensers and Dispensing Equipment

Speaking of Quality

IGEPAL® CO-630

is in a class by itself!

TWENTY YEARS of continuous research by the leading manufacturer of nonionic surfactants, has culminated in this superior 100% active ingredient IGEPAL, which is *tops in performance* because it is *tops in quality*. Consider these new "plus" features:

- **Water-White Appearance**
- **Noticeable Lack of Odor**
- **Non-Stratifying Liquid**
- **Sediment-Free**

Igepal CO-630 is one of a series of 8 Igepal CO brands that range from the oil-soluble Igepal CO-430 to the extremely hydrophylic Igepal CO-880. A new booklet has been prepared giving complete technical data on this important group of surfactants. Send for it today.

From Research to Reality

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SALES OFFICES: New York · Boston · Providence · Philadelphia · Charlotte · Chattanooga · Chicago · Portland, Oregon · San Francisco · IN CANADA: Chemical Developments of Canada, Limited, Montreal

ANTARA gaf

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In Hard-Surface Cleaners, too,

THE KEY IS CMC

In hard-surface cleaners as well as in soaps and detergents, Hercules® CMC means you get dirt out—never rub it in. The unusual soil-suspending properties of CMC prevent the redeposition of dirt, give a cleaning agent the ability to do its job quicker and better.

"Solventol," for example, called a new concept in cleaning by its manufacturer, takes full advantage of the properties of CMC. Recommended for floors, walls, woodwork, tubs, upholstery, rugs, and "all around the house," "Solventol" cleans without scrubbing, rinsing or wiping.

More and more manufacturers of cleaning agents, as well as commercial laundries, are discovering the value of economical CMC. Prove for yourself what CMC can do for you. Write for technical information and a testing sample.

Cellulose Products Department

HERCULES POWDER COMPANY

INCORPORATED

961 *Market St., Wilmington 99, Del.*

CM54-8

Manufactured by Solventol Chemical Products, Inc., "Solventol" is a new hard-surface cleaner which capitalizes on the soil-suspending advantages of Hercules CMC.

. . . in brief

as the editor sees it . . .

PRICE CUTS . . . Say what we will, Americans have an ingrained habit of judging merchandise by price, — not necessarily by a high price, but by the manner in which a product is priced and how well that price is maintained. Many well-known items bear a high reputation not alone for their quality, but for the rigidity of their selling prices. They have won and hold public respect. On the other hand, the readily cut price tends to degrade the product in the eyes of the buyer. Unconsciously, he questions quality, questions the stability of the supplier's sales policy and wonders how much more the price will be cut after he takes delivery.

This psychological quirk of American buyers is a matter for some bulk soap and detergent suppliers to think about. Also, the same suppliers well might remember that the average buyer is more interested in price stability than in a momentary saving which may become the exact reverse within a week or two. In spite of the old law of supply and demand, the supplier whose first recourse is to cut the price, tacitly admits that both he and his product are on weak ground. In time, he can sell in no other way, and on an even price invariably loses the business. Yes, sir, old man experience says it's something to think about.

* * * * *

FLOOR WAX . . . That the Federal Trade Commission was about to abandon its scrutiny of floor wax advertising when it recently tossed the scheme for voluntary trade practice rules in the trash can, was apparently an erroneous assumption. As a matter of fact, FTC seems to be looking deeper into the subject, but in a slightly different manner. Questionnaires are being sent to certain manufacturers to obtain their views on such advertising claims as non-slip, water resistance and heavy duty waxes. When these data are compiled and studied, FTC probably will move back into the picture.

Over a five year period, the attempt to set up voluntary trade practice rules got just about nowhere. So, we imagine that future policing of floor wax claims will give its chief attention to individual companies rather than to the industry as a unit. If FTC procedure elsewhere in the past is a criterion, alleged offenders will be taken on one at a time and into court if necessary. If they succeed in hanging one wax manufacturer, the probable reaction of others in the field is quite apparent. Thus, it would seem that instead of asking the wax industry to supply its own rope for a wholesale hanging, FTC plans to supply the rope as of yore.

* * * * *

DISHWASHERS . . . Only three per cent of American families own electric dishwashers today. Although these devices have been on the market since 1913 in one form or another, their sale has lagged far behind other household appliances over the past ten years, — and still lags. In 1950, 230,000 home dishwashing units were sold in the U. S. In 1952, sales dropped to 175,000 and in 1953 were 180,000 units, all at an approximate price of $300. Since 1947, less than a million and a half home dishwashers have been sold while during the same period thirty-one million television sets were installed.

From scattered reports, we assume that all home dishwashers are not what they are cracked up to be. Some have basic drawbacks which

well could retard sales. But be that as it may, the future trend in dishwasher sales is likely to have a direct bearing on the home detergent market. As long as 97 per cent of home dishwashing is done in the kitchen sink, sales channels for non-sudsing detergents will be restricted. Mrs. McGuff is educated to prefer copious suds in her dishpan. Unscientific as it may be, it's a fact. Soapers have done such a convincing job over the years in selling suds, that it is a tough job to undo.

For industrial dishwashing, the non-sudsers have gone to town, are universally accepted. But for the home, there still remains a very large educational job to be done, including also stepped-up sales for home dishwashing equipment.

* * * * *

TOXIC . . . Said a maintenance manager recently in discussing insect control in a large factory: "Any insecticide which is toxic to insects is also toxic to man." As invariably happens in these sweeping pronouncements, the words used are technically correct, but the impression conveyed to the layman is incorrect. This is especially true in the word, "toxic." The public interprets it as meaning death by poison. Few know how relative its meaning may be. To the man or woman on the street, anything toxic is fatally hazardous, is to be avoided.

To tab the ordinary household or industrial insecticide as "toxic" today is to create a false impression in the public mind. Were these products truly dangerous, they long since would have been banned from the market by government agencies, both federal and state. In fact, the insects which they control are potentially far, far more dangerous as a health hazard.

As far as insecticide marketers are concerned, "toxic" is an unfortunate word. It is a word which is misused in the public prints by lots of people who should know better, — and, we sometimes believe, do know better, but fancy the slightly sensational flair which the word gives to their discussions. Until its use in connection with ordinary household and industrial insecticides is ended, except in its true scientific connotation, it will be a pain in the neck to the industry and tend to damn its products in the public mind.

INTO THE ACT . . . Now, the American Medical Association is getting into the act. Investigation and regulation of hazardous chemical products for home and industry have been ever expanding functions of federal, state and municipal governments. So, AMA has joined the cast, presumably in the public interest. The dumb, uneducated manufacturers who make and market these products are grossly ignorant of their dangers, know nothing at all about them, just put 'em in cans and bottles and peddle 'em to an unsuspecting public. All these manufacturers are interested in, of course, is a quick buck. The cads! But, AMA is rushing to the rescue. The villain will be thwarted and Sweet Petunia saved from a life worse than death.

Maybe we would be presumptious in telling AMA that they are getting into the act somewhat late. The cast is full to overflowing. The investigative, regulatory and policing characters already are more than ample. What AMA may find out, everybody else in the cast already knows. They should switch to a new play, something like knives and razors. Why doesn't AMA look into this knife business? Think of all the people who get themselves cut up every year, some accidentally, some otherwise. Knives, like a can of household lye, can be hazardous. Why just duplicate previous investigations of chemical products? Be original. Try knives.

* * * * *

JUSTIFICATION . . . If justification ever is needed for soap advertising in the U. S., we feel sure the American delegates to the recent International Congress on Detergents would be glad to provide it. Wide distribution of well-advertised, high-quality, low-cost soaps, so typical of the American scene, has no counterpart in Europe. There, soap is notable for its absence in public washrooms and hotel bath rooms in all but the most expensive places. Nor are European householders as generous in their soap buying habits as even the most modest income groups in the U. S.

The quality of European soaps and their packaging does not suffer at all in comparison with those produced in the U. S. It is in distribution, or the lack of it, that European soaps show up

(*Turn to Page 69*)

as the reader sees it...

Mothproofing Correction

Editor:

We are sorry to note that there are two small errors in our paper on mothproofing which appeared in the September issue of *Soap and Chemical Specialties.* In Table V on page 163, the headings "Compound A" and "Compound B" should be interchanged; also the first paragraph of the middle column on page 163 should read "The higher pickup of DDT from Compound B as compared with Compound A is again demonstrated."

We must apologize for these errors, which were entirely on our part, and we trust that a suitable correction may be published in the next issue.

C. H. Bayley,
Textile Research Section
National Research Council
Ottawa, Canada

* * * *

Consider it done. We, too, regret the errors which crept in in spite of the fact that galley proofs of the article were sent to the authors, as is always done with technical papers to be published in "Soap." The reprints carry the correction. Ed.

—★—

Dr. Barail Replies

Editor:

Reader Jessop (W. S. Jessop, president, U. S. Sanitary Specialties Corp., Chicago), and he alone in the industry has been flooding chemical journals with his prose for the past few weeks and placing at the tip of my pen words and sentences I never wrote. If he had read my series of articles thoroughly, he would not have made the nonsensical statement contained in his letter, on page 113, of *Soap and Chemical Specialties,* September, 1954, issue.

1.) I am a toxicologist and dermatologist, and despite the fact that he is neither one nor the other, he attempts to give me a lesson in elementary dermatology. From his brilliant expose, I have now learned that no soap or detergent with a pH as low as 5 or as high as 10.2 is harmful to the skin, provided reader Jessop manufactures it.

2.) Had reader Jessop read my articles instead of glancing at them, he would know that the intradermal single injection method on animals was used only as a screen test, and that the results I reported were based on patch tests and immersion tests all conducted on human subjects.

3.) I mention high and low pH as only one of the multiple causes of skin irritation, found in some types of soaps and detergents and not in all of them by far.

If reader Jessop needs more information, I will gladly give it to him personally.

Dr. Louis C. Barail,
Consulting biochemist-toxicologist,
New York City

* * * *

Mr. Jessop, what have you to say? Space is reserved on this page for your reply, next month. Ed.

—★—

Paging Dr. Barail

Editor:

Reference is made to the article "Toxicology of Disinfectants" by Dr. Louis C. Barail in the August issue of your magazine.

In a passage on page 158 he states that the toxicity of true deodorants is practically nil (because) they are contact and space deodorants containing chlorophyllins in various concentrations (which are) dispersed in the air by means of wicks . . .

In my experience the vast majority of commercial space deodorants which contain chlorophyllins also contain either formaldehyde or a similar aldehyde, which he condemns with the words: "Its fumes are very poisonous." Furthermore, it is my understanding that the chlorophyllins because of their rather high molecular weight are not volatile at room temperature and atmospheric pressure, and therefore cannot be "dispersed by means of wicks."

Am I misinformed, or has Dr. Barail leaned a bit too much on the side of theory?

William H. Sachs,
Chemical specialties consultant,
Atlanta, Ga.

* * * *

We are passing Mr. Sachs' letter along to Dr. Barail for reply, which we will be glad to publish in this space in the November issue. Ed.

—★—

Wrong Name

Editor:

Thank you for the editorial mention of Container Equipment Corporation's new carton sealing machine which ran in your September issue on page 99.

Unfortunately, your caption over the illustration of the machine identified the manufacturer as "Standard Equipment Co.," rather than our client. We would greatly appreciate your publishing a correction of this oversight at your earliest opportunity.

L. Diamond
Richard-Lewis Advertising
New York City

* * * *

To Mr. Diamond and his client CONTAINER EQUIPMENT CORP., our apologies. Ed.

—★—

Suds is "Snuds"

Editor:

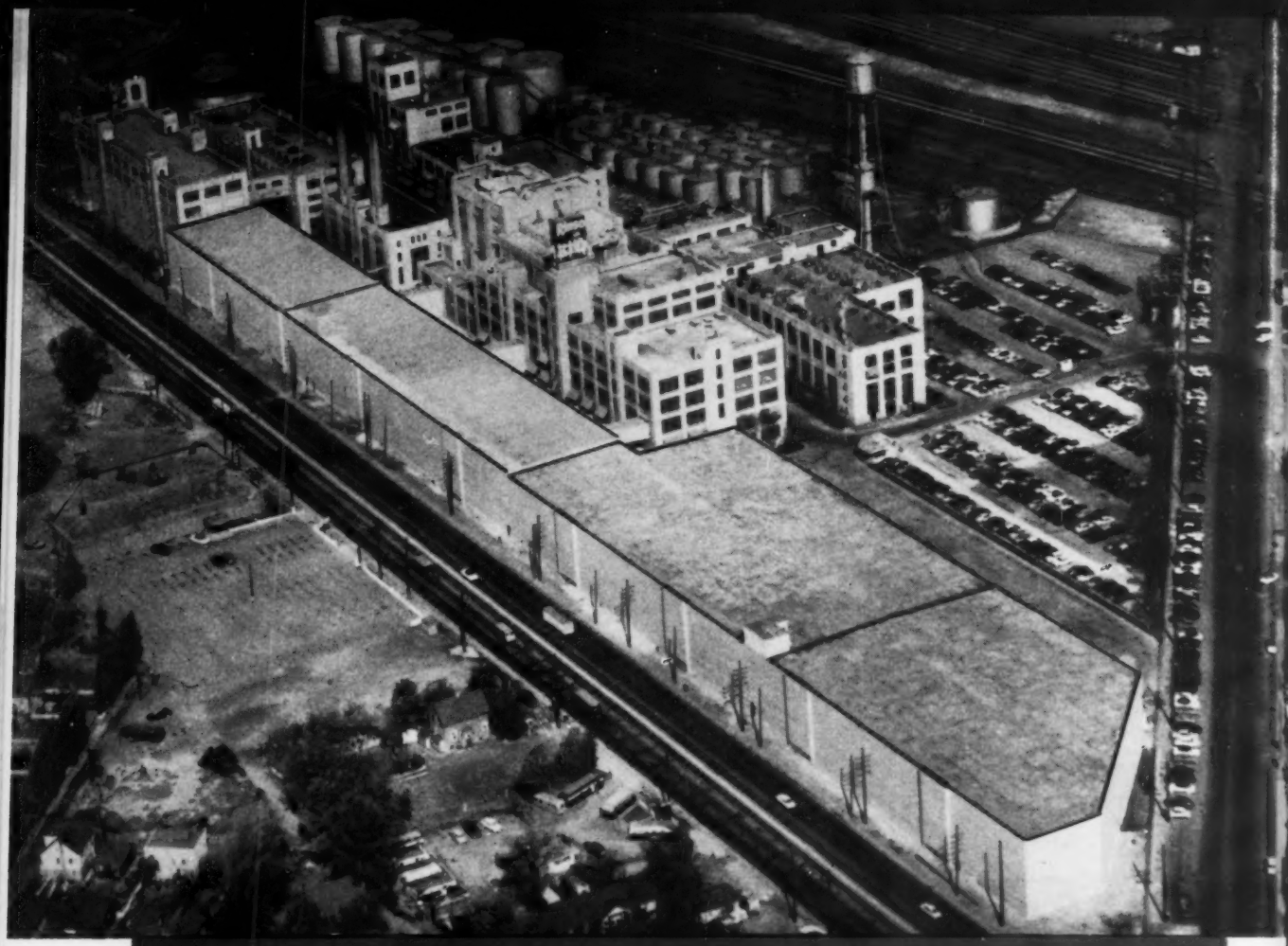
Thank you for the news item on "Snuds" car wash in the September issue of *Soap and Chemical Specialties.*

P. S. Bezek,
Help, Inc.,
Chicago

* * * *

The only reason we are publishing a portion of Mr. Bezek's letter is to take this opportunity to apologize to him for so rudely changing the name of his product in the caption which appeared over the cut in our September issue. Through force of habit in writing the word, we incorrectly referred to the product as, "Suds," instead of its correct name, "Snuds."

(Turn to Page 67)



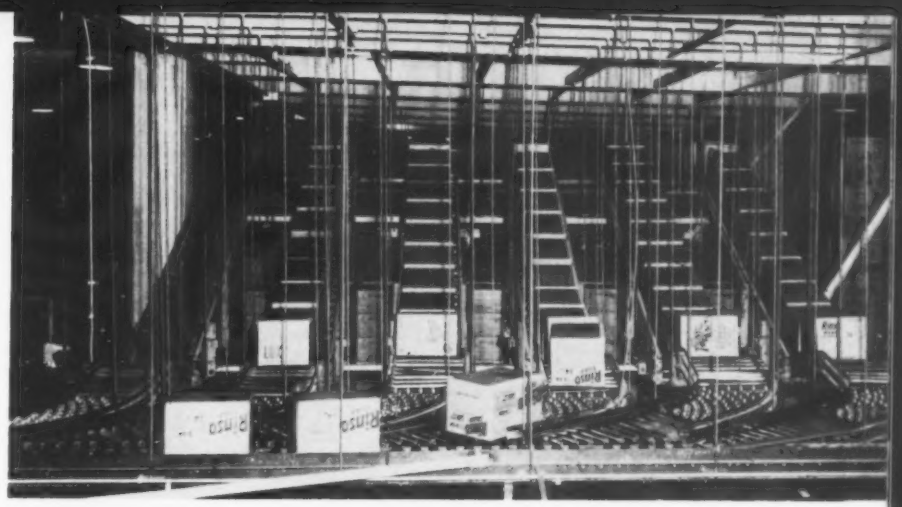
New Lever Hammond Warehouse

A NEW quarter-mile-long warehouse, as modern as a complex telephone switchboard, was officially dedicated September 24 by Lever Brothers Co., New York, at its new plant in Hammond, Ind. Products turned out in the adjacent plant are electronically sorted, conveyed, stocked and stored within the vast warehouse containing nine acres of floor space.

The new Hammond warehouse, according to Lever officials, marks a major step in soap, detergent and edible product warehous-

Officially dedicating the electronically-controlled nine-acre warehouse at Lever Brothers' plant in Hammond, Indiana, W. E. Oyler, plant manager (second from right), unveils a stainless steel plaque setting forth the objectives of the company. Assisting him are (left to right) R. C. Waehner, general manager of the company's distribution division, W. H. Burkhart, executive vice president of Lever Brothers Co., and F. J. Lunding, chief executive officer of the Jewel Tea Co. and a member of Lever's board of directors.

The ceremonies were attended by local civic officials, heads of neighboring plants, and transportation executives. Lever's guests also toured the new warehouse and viewed the electronically-controlled conveyor and palletizing systems which permit fully-mechanized handling of Lever products from the adjacent plant to inventory or shipping docks.



The new fully mechanized Lever warehouse, a ¼-mile long with nine acres of floor space, which was officially dedicated by Lever Brothers Co., Sept. 24 at its plant in Hammond, Indiana, is shown in the foreground of this aerial view. Designed to provide economy of operation, speed of delivery and protection for products and packages, it will serve as a distribution center for Lever products sold in a 28-state area.

After product cartons have been sorted they are stored on separate accumulator lines preparatory to being stacked on pallets. An automatic device successively scans each of the six accumulator lines to determine which of them has stored enough cartons to make up a pallet load. Here "Rinso Blue" detergent is being conveyed to the automatic pallet loader.

ing. It is one of the first large warehouses to adopt full mechanization designed to provide economy of operation, speed of delivery and protection for products and packages. It will serve as a distribution center for Lever Brothers products sold in a 28-state area.

The warehouse was dedicated with the unveiling of a plaque setting forth the objectives of the company. Officiating at the ceremonies were W. H. Burkhart, executive vice president of Lever Brothers Co.; R. C. Waehner, general manager of the company's distribution division; and W. E. Oyler, manager of the Hammond plant. Present were local civic officials, heads of neighboring plants and transportation executives who later inspected the mammoth warehouse with its ultra-modern facilities including 4750 feet of automatic conveyor facilities, electronically controlled pallet loaders and elevators.

The new structure was designed by Skidmore, Owings and Merrill and erected by Bechtel Corp. It is constructed of pre-cast concrete walls and was designed to conform with the floor levels of the adjacent plant processing buildings. Half the warehouse has three stories, the other half two. In addition to general warehousing space, it contains a refrigerated storage room for "Good Luck" margarine and a tempering room for Lever's homogenized shortening, "Spry."

The new warehouse has 28 loading bays for trucks and, in addition, rail freight docks which permit simultaneous loading or unloading of 28 freight cars.

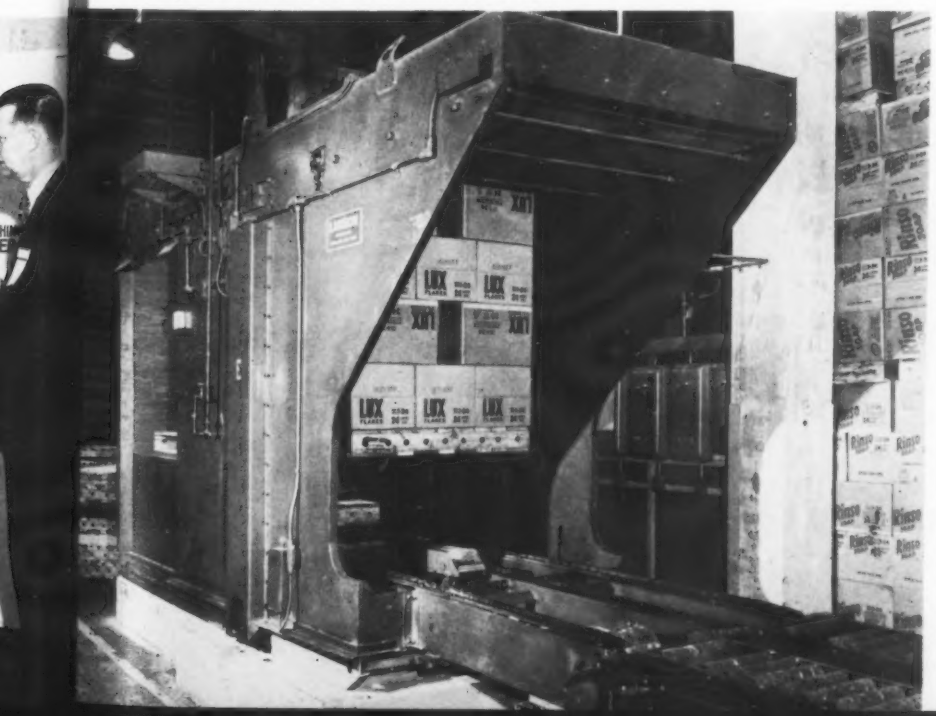
The most modern and efficient handling system has been installed in the new warehouse. Three separate conveyor systems are used: one for edible products, another for powdered soaps and detergents, and the third for toilet soaps. Largest of the automatic installations is the soap and synthetic detergent handling system. It carries cartons of products from the various packing departments of the plant to a central station in the warehouse. The intermingled cartons are then shunted onto individual feeder lines, stacked on pallets and delivered either to storage or to shipment areas — all in a continuous automatic process.

Used in this process are gravity and powered roller conveyors, belt conveyors, electric sorting eyes, switching devices, automatic pallet loaders, automatic pallet elevators, and fork lift trucks.

The heart of the automatic warehouse operation is the electronic sorting system which is operated by a series of electric eyes along the main conveyor lines. Each eye is set to respond to identity marks on the side of the cartons. Each carton has a separate identity mark to distinguish brand and size.

An electric eye automatically sorts the cartons, and by means of switching devices, shunts them into the correct product groups on a separate accumulator or storage line preparatory to stacking on pallets. This is the first warehouse system

A fully loaded pallet starts its downward descent toward a roller conveyor (at right). Behind and below the descending load can be seen the corner of an empty pallet that will be the next to be loaded.



Key to the entire automatic warehousing is the electronic sorting devices which separate the cartons into six product groups. Electric eyes set along the main conveyor line pick out different products by responding to identity marks printed on the sides of the cartons. Here one carton size of "Rinso Blue" has just been shunted onto the line in the foreground, while a different size "Rinso" carton, ignored by the electric eye moves along until it is picked off in turn.

First step in the warehouse operation occurs when cartons of soap, detergents or shortening enter the second floor of the warehouse from the plant's various processing locations on powered conveyors. Products later merge into a single line where they become indiscriminately mixed.

using this procedure. It was designed by the Lamson Corporation of Syracuse, New York, in cooperation with Lever engineers.

To insure fast, efficient and safe loading of pallets, Lamson automatic pallet loaders are used to stack the individual cartons. When a palletizer completes a load, the loaded pallet is transferred to a power conveyor which moves it into an elevator where it descends to the floor below and is discharged into roller conveyors. Here it is picked up by fork lift trucks.

Special service to local dealers is speeded by a selector conveyor system installed near the truck loading bays on the first floor. Here a complete assortment of Lever products is stored adjacent to the conveyor, permitting warehouse personnel to fill small local orders for a variety of products. The mixed shipment is then placed directly into waiting trucks.

—★—

Tombarel Moves

Tombarel Products Corp., New York, recently announced that it will move to new premises at 725 Broadway, New York 3. The move will be made in November.

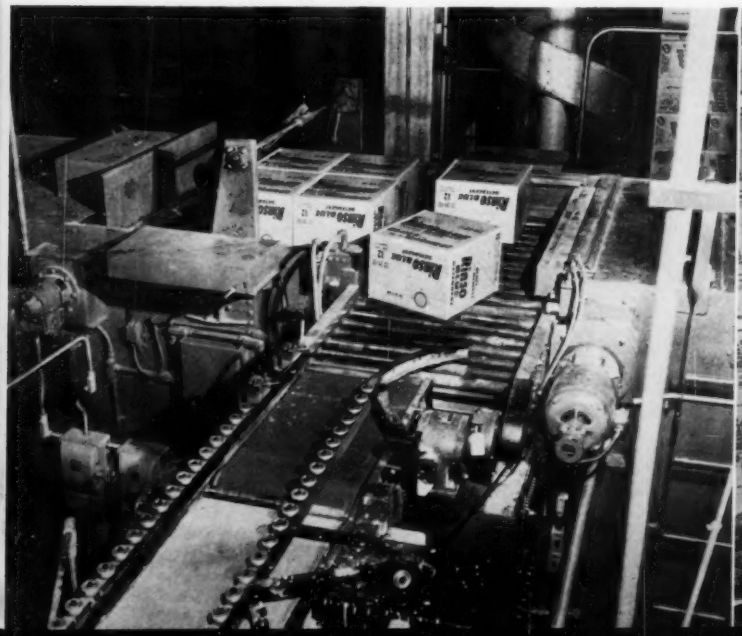
—★—

Onyx Names Three

Onyx Oil & Chemical Co., Jersey City, N. J., recently announced three new appointments to its laboratory and research staff: John A. Romano, organic chemist in the organic research department; Lucie Twombly, supervisor of physical testing; and Harry Haralampopulos, analytical chemist.

The pallet loader can accomplish a variety of stacking arrangements safely and efficiently. Here the final carton in a layer is being rotated 90 degrees as it moves on powered rollers toward the other carton in its row. When the carton is moved into position, the pallet loader's ram (at right) will push the two cartons, along with the other four already in the loader, into proper position.

After a short ride, the loaded pallet enters a "Lowerator" (or elevator) which will carry it to the ground floor. On arrival the pallet will be discharged automatically onto conveyors. While the pallet is being picked up by fork lift trucks for storage or shipment, the "Lowerator" returns to the second floor for another load



What to look for in

POWDERED HAND SOAPS

By Lawrence W. Peck
Peck's Products Co.

SINCE World War II, the building of hundreds of new plants and factories throughout the United States has given the washroom of the worker a new look. The installation of modern, sanitary shower rooms, as well as gleaming clean new washroom facilities, has made the old tin troughs with the cold water spigot as out-of-date as grandfather's old Morris rocker.

Soap used in modern washrooms has not escaped the effects of this revolution in industrial sanitation. Although the change in industrial sanitation and soaps was well started before World War II, the old yellow bar's trip to virtual extinction has been speeded up by events since then, giving way to new, specially compounded powdered hand soaps.

To aid sanitary supply distributors and others dealing with soaps in bringing their information about these products up to date, the following facts have been assembled:

I. Actual Soap Content

SINCE such finished products as powdered hand soaps contain ingredients other than soap, the amount of soap, usually referred to as anhydrous soap, they contain is expressed in percentages. Powdered hands soaps are sold as 10 to 40 percent soaps, depending on their anhydrous soap content. The normal soap content ranges from 10 to 18 percent. The newest and best powdered hand soaps run higher in soap content. They contain from 20 to 35 percent anhydrous soap in their formulations. Since most workers look for suds or foam when they wash their hands, soap content is an important factor in measuring economy. Too low a soap content means that workers will increase the amount of powdered soap they require to obtain the desired lather and thus clean efficiently. The extra amount of material consumed represents so much waste. The higher the actual soap content of the powdered hand soap, the better the job it will do in removing or carrying away the soil from the workers' hands. At the same time, workers use less of the higher soap content product because it lathers quicker, more profusely and thus cleans better.

II. Types of Soaps

TALLOW has been the chief soap fat ingredient for many years. Recently, it was learned that the combination of tallow with other vegetable oils such as corn, soybean, or coconut gives soaps better performance and imparts better after odors than straight tallow soaps. Tallow is known for its toughness

in getting at dirt and grease. Corn and soybean oil are noted for their blandness or softness toward the skin, and coconut oil soap for its high rich foam that can literally soak up and carry away so much more dirt than other soap fats.

Heavy duty powdered hand soaps should contain more tallow, corn and soybean oil soaps than coconut oil soaps. Light duty hand soap products for use by office personnel on the other hand, should be made with soaps having a percentage of coconut oil.

III. Abrasives

TWO types of abrasives are used in powdered hand soaps: soluble and non-soluble.

The non-soluble types include:

a. Bentonite—a finely pulverized or ground siliceous matter or type of porous rock.

b. Volcanic ash — pulverized or ground volcano lava imported from the island of Sicily.

c. Nut hulls — ground or otherwise pulverized pecan or walnut shells.

d. Sawdust — or wood flour ground to an exact mesh or particle size.

e. Corn cob flour — ground up corn cobs. The material comes in two grades: white and red. The white is much smoother and softer than the red. The red is more abrasive than the white.

f. Corn meal — actual kernels of corn ground to a specific mesh or particle size.

The soluble types of abrasives include:

a. Borax
b. Bicarbonate of soda
c. Polyphosphates

The function of abrasives in powdered hand soaps is to aid in the removal of stubborn or imbedded soil. The type of abrasive used is based on the kind of soil to be removed. An office worker whose hands generally are only lightly soiled does not require a severe abrasive in the powdered hand soap she uses. The shop worker, on the other hand, does not want to rub for hours to remove stubborn oil, grease or other soil from his skin. The abrasive must be sufficiently rough to do the job of soil removal, but it must not cause injury to the skin by repeated use. Sore or raw hands provide ideal conditions for developing cases of dermatitis.

Lanolin as Additive

RECENTLY the addition of lanolin to powdered hand soaps has grown more widespread among manufacturers of these products. Lanolin helps to keep the skin in its normal, soft, pliable condition. It replaces some of the natural skin oils lost during the washing processes. In addition, by keeping the skin soft and pliable, cracking and dryness of the skin are avoided.

One-half to five percent lanolin is added to the actual soap content of powdered hand soaps. The lanolin is either boiled in during the soap making process or sprayed in during the mixing operation.

The choice of a perfuming material for a powdered hand soap will depend to a large extent on the type of soap and where it is to be used. For example, soft, light duty type products for office use call for a correspondingly light fragrance, often floral in character. Heavy duty products for use in factories, foundries and other types of industrial operations involving stubborn soils are generally perfumed with a pungent type odor. Burly plant workers want no part of a rose geranium fragance for their hand soaps, and conversely dainty office workers are not interested in using a soap scented with an extremely masculine pine wood type fragrance. Both the properties of powdered hand soap and the odor used to perfume it must be in keeping with the use to which it will be put.

Germicides in Soaps

RECENTLY, certain types of disinfectants or bactericides have been added to powdered hand soaps with good results. Although the addition of these germicidal agents to powdered hand soaps does not provide a cure-all, or even is essential in all cases, they do perform extremely useful functions. Basically, powdered hand soaps reinforced with a bactericide are dual-purpose products: they clean and sanitize. Their value is also increased by the fact that the germicidal agents of the "G-11"* and "Actamer"† class have a residual effect which builds up on repeated use. Naturally soaps containing these bactericides are somewhat higher in price than those which do not contain them. The additional cost, however, tends to be offset by the value of these antiseptic hand soaps in reducing dermatitis in those industries and operations where it would normally be quite prevalent.

Finally, how much should powdered hand soap cost? Since the product is used in volume, the number of hand washes per pound often is used to determine the cost to the consumer. Bulky, filled products with high soap content are the most economical type powdered hand soap for shop use. Shop types represent about 65 percent of the volume of powdered hand soaps. All soluble type products are most commonly used for light duty and office wash rooms.

Summarizing, then, here are the points the seller or consumer of powdered hand soaps should consider:

1.) Suds — are they high and heavy in appearance?

2.) Abrasives — are they of the soluble or insoluble type; are they too rough, too soft, or just right for the job?

3.) Amount to be used—how much is required to clean hands thoroughly?

4.) Cost per wash — what is the cost of the soap per hand wash?

5.) Cost per pound — what is the cost of the soap per pound? Since cost per pound is determined by package size, the consumer should decide whether it is easier

(*Turn to Page* 199)

*Sindar Corp., New York.
†Monsanto Chemical Co., St. Louis.

John A. Carter, president of Oakite Products, Inc., top left, surrounded by members of the company's research and product development staff, pulls the switch to open the firm's new laboratory facilities at 350 Hudson Street in New York City on September 15.

In the analytical section of Oakite's new research laboratories, bottom, left, tests are made on new chemical products to determine their reaction to all the factors that affect cleaning — water hardness, temperature, etc.

Customers' problems hold the center of the stage in the Oakite service department wet room, top, right, where customer service problems are investigated. The equipment used—burnishing and finishing barrels, salt spray cabinets, still tanks, 5- stage spray washing machine to name a few—was especially designed to simulate actual plant conditions right in the laboratory.

In the conversion coating laboratory, bottom, right, chemists develop and test, prove and improve phosphating materials.

New Oakite Laboratory

OAKITE Products, Inc., threw open the doors to their new and expanded laboratories at 350 Hudson St., New York City, Sept. 15. An extensive look into the future of industrial cleaning materials and methods was the feature of the afternoon.

John A. Carter, president of the concern, and J. J. Basch, manager of research and product development, were on hand to welcome the visitors.

Guests and officials of the company took part in the opening ceremony and then toured the laboratories, which cover 30,000 square feet on a single floor.

The laboratory, which is subdivided into three major sections—product development, customer service, and engineering — will continue to devote itself to the cleaning and sanitation problems of the nation's production and service industries. In addition, a complete pilot plant is planned for the small scale manufacture of detergents and solvents prior to extensive field testing.

The chemical research laboratory, manned by a staff of chemists and chemical engineers, working in 11 special laboratories, spearheads all new product development. Here experienced personnel devote their time and talents to such specific things as bacteriological, inorganic, transportation and oil refinery, analytical, conversion coating, and organic research projects.

Each laboratory is set up with completely modern equipment to aid in the study of various soils and the

(*Turn to Page 77*)

Close-up of entrance to Wood's Toronto headquarters.

Dramatically modern showroom at G. H. Wood & Co. main offices.

CANADA'S *"Mr. Terrific"*

HERE is the spectacular success story of a man and the company which he has built into the largest privately-owned sanitation company on the North American Continent.

We refer specifically to Geoffrey H. Wood and G. H. Wood & Company Limited, of Toronto, Canada. This company employs 157 salesmen, operating out of three factories and twenty-nine branches, servicing approximately 70,000 accounts throughout Canada's ten provinces.

Geoffrey H. Wood, Founder

Mr. Wood, the founder of this organization, is a hard-hitting administrator and promoter with a native genius for selling and a flair for showmanship. Thirty-four years ago, he was another veteran looking for a post-war career. At 19 he served with the 151st Battalion from Calgary. His first business venture was to become a one-man war asset corporation. Mr. Wood obtained an option on a stock of bully beef in Canada, took a boat back to England and sold it there before he had to put up the cash for the purchase.

Later, Geoffrey Wood came back to Canada, took a $15.00-a-month office in Toronto and started out selling paper drinking cups. The results of his sales efforts were so outstanding that he soon received the sales franchise for Ontario, which was later extended to cover all of Canada.

In 1923, seeing the possibilities of cleanliness and sanitation in the industrial field, he bought a liquid soap company that had been losing money over an eight-year period. Lacking capital, he "sold" the bank the idea that he could succeed where others had failed, got the money, and started on the road to successful accomplishment. For several years thereafter he continued to experience "growing pains," moving each time to larger premises and opening branches in other Canadian centers.

The road upward was somewhat of a Horatio Alger story, flecked with adversities which Mr. Wood turned into achievement. Geoffrey Wood seems to have the happy faculty of being able to glamorize the sanitation and janitor supply business. It is not uncommon to see the modern, beautiful and spacious head office building in Toronto take on Hollywood proportions at Christmas, Easter, Thanksgiving and other seasonal holidays, brilliantly flooded with lights and studded with 30 or 40 Christmas trees, Easter bunnies and other suitable eye-catchers as the occasion warrants.

Reception room at Wood's Toronto headquarters.

Gleaming white delivery trucks carry the Wood trademark and slogan.

The story of the man behind Canada's most successful sanitary supply firm

For many years, G. H. Wood booths at the famed Canadian National Exhibition have won top awards for their design, layout and crowd-stopping properties. Their bubble bath display has gained international recognition—where beautiful models appear on the elevated stage, sprinkle bubble bath liberally into a large modern bath tub, then, to the delight of the crowd which usually blocks all nearby aisles, proceed to disrobe and enjoy a bubble bath in shadowed silhouette.

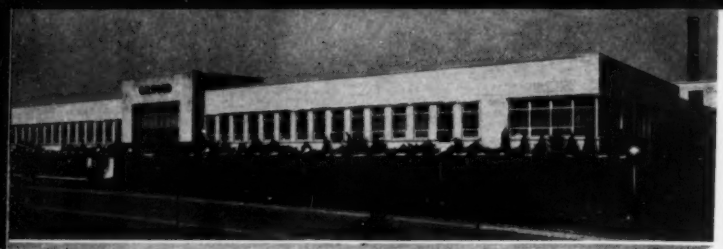
Just last year, Mr. Wood capitalized on an activity that he had seen in connection with the Coronation celebrations of Her Majesty, Queen Elizabeth II. Decorative, personalized invitations were sent out announcing "Ye Wood's Olde English Ox Roast," at which a 1,500 pound ox was roasted on a 30 foot spit built by the company's engineering department. The "Roasting of the Ox" was supervised by the head chef of Canada's leading hotel chain. The recipients of the slices of roast ox were G. H. Wood suppliers, who had been invited as guests of the company to the site for the "Roasting of the Ox"—a lovely farm valley about 17 miles from Toronto. This is just another of the many novel ideas which have helped G. H. Wood & Company in its 30 years of progress.

Startling Sales Ideas

MR. Wood's ideas are equally startling. For sales analysis purposes, they have broken down the Dominion of Canada into 1,000 geographical "zones." As a result, their modern IBM tabulating equipment is able to provide, upon four hours' notice, sales by product, by man, by supervisor, or by branch, in all towns in Western Canada with a population of more than 1,000 and in Eastern Canada with a population of more than 5,000. Large cities are specially zoned. For example, the city of Montreal is broken down into 28 clearly defined territories.

Throughout Canada, with the exception of small outlying territories, G. H. Wood and Company has introduced a system which they call "Divisioning." Where divisioning is in effect, the salesman sells only one-third of the company's 200 products. Products are classified by division. The General Division, comprises liquid soaps, disinfectants, insecticides, deodorants, pressure-packed products, waste receptacles, fire extinguishers, electrically refrigerated water coolers, and so on. The Floor Maintenance Division sells floor soaps, waxes, sealers, floor machines, vacuums,

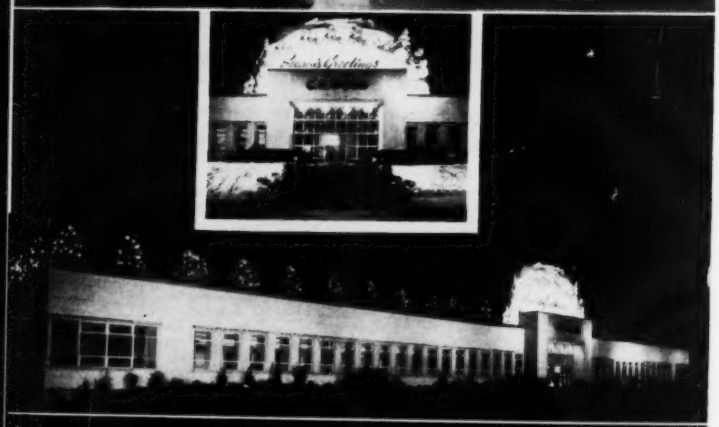
Wood's booth at Canadian National Exhibition featuring bubble bathers.



Exterior view of Wood's headquarters in Toronto, where executive offices, manufacturing and laboratory facilities are located.

Partial view of the Wood office staff, which numbers 115.

The Wood tabulating department where up to date statistics are compiled on I.B.M. equipment.



The headquarters building decorated for the Christmas holidays.

A traditional ox roast held last year in connection with coronation celebration of Queen Elizabeth II.

rubber matting, floor absorbents and the like. The Paper Division features drinking cups, paper towels, serviettes, hospital tray covers, printed place mats, paper doilies and so on, and is supported by a self-contained art department where Robert Mulholland, G. H. Wood's art director, and his staff custom design the paper line.

There is a fourth and separate division in G. H. Wood & Company, referred to as the "Package Division," which sells a score or more of top quality products for resale by department, syndicate, drug, hardware stores and gift shops, including such items as "Lamorene" ("Glamorene" in the U. S. A.), "Nylast," moth blockettes, shampoos, bubble bath, bath oils, doilies and kindred products.

A select group of the company's managers and leading salesmen specialize in sales promotion items. Through this medium, G. H. Wood is prepared to produce and guide a complete sales promotion campaign at all levels. Numerous examples are available for ready reference where satisfied customers have praised Wood's ideas for stimulating store traffic, at retail and dealer level. Many of these deals were purchased in their entirety by large U.S.A. companies.

Selecting Salesmen

G. H. Wood & Co. was a pioneer in Canada in the use of aptitude tests and personnel evaluations in selecting salesmen. Since the successful salesman can earn up to half a million dollars in his sales career with a sanitation company, G. H. Wood feels that too much effort cannot be put forth in selecting them properly. When salesmen are required, block type advertisements are placed on the financial pages of leading newspapers and sales periodicals, requesting replies in care of a box number. Appointments are arranged for applicants and a comparatively simple screening test is administered, involving vocabulary, mathematical comprehension and general IQ. This affords the com-

Top right: a section of the processing facilities at G. H. Wood & Co., Toronto. **Center:** a section of the Wood paper converting department, which embosses, linenizes, scallops and prints up to four colors in one operation at the rate of 450 feet per minute. **Bottom:** One of the G. H. Wood control and research laboratories.

pany ample opportunity to separate undesirables from those who merit further consideration.

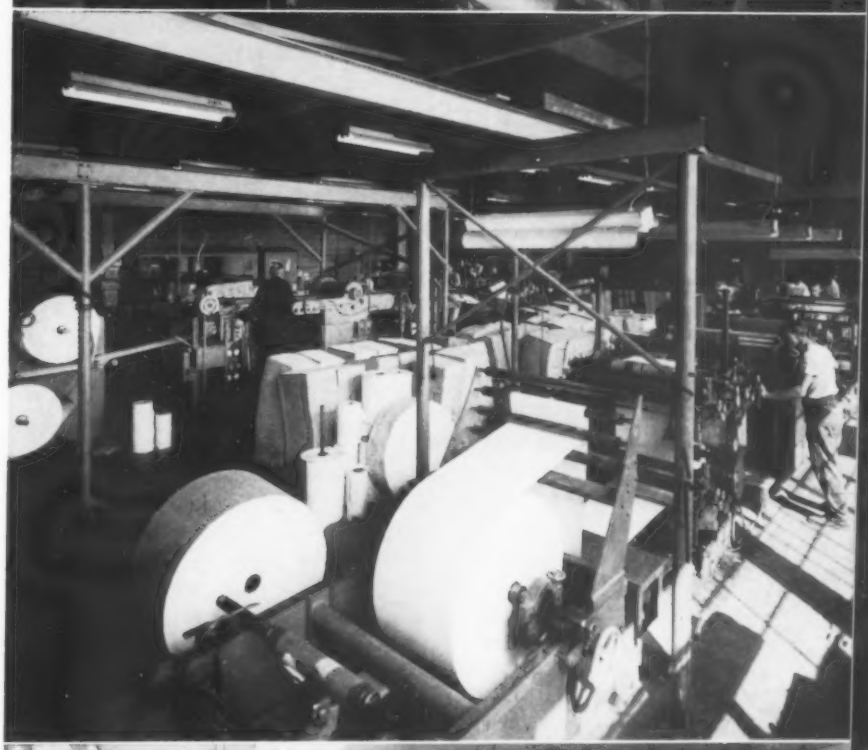
The applicants who successfully pass the initial screening test are interviewed by two key members of the sales management staff, and the most promising of those interviewed receive a series of tests from an independent industrial psychologist as to their basic interests, ability and personality. These tests take approximately four hours and are followed up by an interview with the psychologist to analyze and evaluate the test results further. A written report, complete with graphs, is sent to the company and the salesman is hired, depending on the recommendation contained therein.

Wood salesmen then attend a sales school, at their head office in Toronto, which lasts five weeks. This sales school is run by the director of sales training, a man who has worked with G. H. Wood practically since its inception and has personally trained all salesmen who have joined the company staff in the past eleven years.

The classroom of the sales school is complete with blackboard, desks, motion picture equipment, slide projectors, and a number of visual sales aids. Those attending the training start at 9:00 in the morning and finish at 4:00 in the afternoon, with break periods corresponding to recess, twice during the day. Verbal and written examinations are administered and the graduation takes place with a send-off party before the newly trained salesmen are assigned to their respective division or branch managers, and then to their territories.

What might appear to be an expensive procedure is "money in the bank" to G. H. Wood & Com-

(*Turn to Page* 201)



New Surfactants ACS Meeting Topic

THE 126th meeting of the American Chemical Society was held September 12-17 in New York City.

Before the division of analytical chemistry Herman J. Weiser, Jr., Procter & Gamble Co., Cincinnati, told of a method for determining sodium triphosphate content in the presence of other phosphates. The method is applicable to detergent mixtures containing combinations of any or all of the following: sodium triphosphate, sodium pyrophosphate, sodium orthophosphate, sodium trimetaphosphate, sodium sulfate, sodium silicate, anionic detergents, and small amounts of phosphate glass.

An improved procedure for the analysis of mixtures containing water soluble ortho, pyro, and triphosphates uses selective alkaline hydrolysis combined with a modified colorimetric method for determining orthophosphate. This method was described in a paper by L. E. Netherton, A. R. Wreath, and D. N. Bernhart of Victor Chemical Works, Chicago Heights, Ill.

"Launderometric Assay of Carboxymethylcellulose and Related Derivatives" was the title of a paper read by J. V. Karabinos, Blockson Chemical Co., Joliet, Ill., before the division of carbohydrate chemistry. Because incorporation of CMC in synthetic detergent mixtures is its largest single use, a launderomatic assay procedure for the assay of carboxymethylcellulose was developed by modifying the procedure for whiteness retention determination in soft water by use of the launderometer. This procedure is based on the prevention of soil-redeposition on cotton fabrics by a hydrophilic colloid.

Results of a study concerned with emulsion stability were reported in a paper by Lloyd Osipow, Saul Birsan, Foster Dee Snell and Cornelia T. Snell, Foster D. Snell, Inc., New York, read before the division of colloid chemistry. Rates of coalescence of creamed oil/water emulsions of n-tetradecane were investigated. A homologous series of pure sodium salts ranging from dodecyl sulfate to octadecyl sulfate were prepared. The emulsions were formed using a special syringe technique and an absorbance method was employed for measuring the extent of demulsification.

In the absence of additives, maximum emulsion stability occured near the critical micelle concentration. With long-chain alcohols present, the emulsion stability decreased as the difference in chain length between the alcohol and the long-chain sodium sulfate increased.

Employing sodium salts with anion valence ranging from -1 to -6, in the weight ratio of about 1 to 3 to about 3 to 1 of inorganic salt to sodium lauryl sulfate, a minimum in emulsion stability was observed. This instability minimum can be related to ionic strength rather than cation concentration.

During the same session Lloyd Osipow, Herbert Pine, Cornelia T. Snell, and Foster Dee Snell presented a "Comparison of Diphase and Alkaline Cleaners." In the paper the diphase cleaner—prepared by mixing water with an oil phase—was compared with sodium metasilicate, trisodium phosphate, sodium carbonate, and sodium sesquicarbonate, for efficiency in cleaning a soiled steel surface. Experimental soils contained petrolatum, mineral oil, carbon black—and these ingredients plus stearic, oleic, or lauric acid.

At 25° C., the alkaline cleaners at 0.2% concentration were completely ineffective in removing the soils from steel, although the diphase cleaner removed 75 to 85%. At 50°C., the alkaline cleaners were still poor, with relatively little difference among them, even though pH values ranged from 9.1 to 11.7. The diphase cleaner was generally effective except that it removed only about 80% of the soil containing no fatty acid. At 75° C. the alkaline cleaners were somewhat improved. Again the diphase cleaner was very effective except with soil containing no fatty acid and one containing 10% of lauric acid. In all cases the soil most difficult to remove was that containing no fatty acid; the easiest to remove, that containing oleic acid.

In these tests, the diphase cleaner was more effective in cleaning steel than any of the alkaline salts used. It gave good cleaning regardless of temperature.

A third paper originating from the same organization was read before the division by Lloyd Osipow, Dorothy Marra, Cornelia T. Snell, and Foster Dee Snell on the subject of "Sulfated Tallow Alcohols."

The two forms of tallow alcohols — the one produced by reduction of tallow by sodium, the other by hydrogenolysis—give good detergents after sulfation and neutralization. Unsaturated groups are unchanged by sodium reduction; they are changed to saturated groups by hydrogenolysis.

The properties of the resulting detergents differ because of the difference in saturation of the fatty radical. Saturated sodium tallow sulfate is a low foamer; unsaturated a moderate foamer. Saturated sodium tallow sulfate is somewhat more effective for manual dishwashing than the unsaturated. For washing of both cotton and wool, a 1 to 1 combination of unsaturated and saturated components in heavy-duty formulations is very effective and compares favorably with commer-

cial products. For this purpose the combination is better than either product alone.

Denis I. Duveen, Duveen Soap Co., New York, spoke on "Writing on the History of Chemistry as a Hobby," within the frame of a symposium on this subject held by the division of the history of chemistry. During the division's symposium on pioneers in chemistry at Columbia a biography of Marston Taylor Bogert was read by Donald Price, Oakite Products Co., New York.

The symposium on textile chemicals of the division of polymer chemistry included among others a paper by H. Luttringhaus, Progressive Color and Chemical Co., New York, on "Mothproofing Agents." Carl Pacifico, American Alcolac Corp., Baltimore, spoke on "Surfactants for Textile Applications." George P. Fulton, National Institute of Drycleaning, Silver Spring, Md., discussed "Chemicals Used by the Drycleaning Industry," and Ralph G. H. Siu, Research and Development Division, Department of the Army, Office of the Quartermaster General, Washington, D. C., discussed "Chemicals for Textile Mildewproofing."

"Sultaine Types: All Ionic Syndets" was the title of a paper presented by J. B. Niederl and John H. Helberger, Rio de Janeiro, Brazil, and Tucuman, Argentina, before the division of industrial and engineering chemistry. Detergents incorporating the desirable characteristics of anionics, nonionics, and cationics, all in the same chemical specie, are prepared by the quantitative interaction of propane sultone with suitable, industrially available tertiary amines such as N-cetylmorpholine, N,N - dimethyl - N - cetylamine, or tertiary amines derived from long chain substituted phenols (such as p-tert-octyl phenol). Six membered sultaines, thus prepared, show anionic, nonionic, and cationic behavior, depending upon the nature of the solvent and the pH of the solution. They exhibit not only the usual surface activity but also the same bactericidal and fungicidal behavior as well as deodorant qualitities as open chain quaternaries of comparable molecular size.

During the division's symposium on fluorine chemistry Arthur H. Ahlbrecht and George B. Blake, Minnesota Mining & Manufacturing Co., St. Paul, presented a paper entitled "Quaternary Ammonium Compounds from Fluorinated Acids." Availability of long chain fully fluorinated acids has led to the making of compounds exhibiting surface activity in both water and hydrocarbon systems at concentrations as low as 0.001 percent, they reported.

Some of the compounds described lower the surface tension both of water and hydrocarbons to about 15 dynes. The authors also reported that a hydrophilic group and a perfluoro radical have been connected through a -CONH amido link. The hydrophilic group is either a tertiary amine or its quaternary ammonium compound. When these polar groups are combined with a long perfluoro alkyl radical using an amido polymethylene link, compounds are obtained which are less soluble in both oil and water systems than the perfluoro acids and show their maximum surface active effects at much lower concentrations.

This paper was followed by a presentation on "Perfluoro Alkanesulfonic Acids and Derivatives," by P. W. Trott, T. J. Brice, R. A. Guenthner, W. A. Severson, R. I. Coon, J. D. LaZerte, A. M. Nirschl, R. D. Danielson, D. E. Morin, and W. H. Pearlson, also of Minnesota Mining. The perfluoro alkanesulfonic acids are hygroscopic, oily liquids, higher boiling than the corresponding carboxylic acids, and so less volatile. The boiling point of CF_3SO_3H is 166°C., 94°C. higher than that of CF_3CO_2H. The sulfonic acids have much higher acid strengths than the carboxylic acids. The sulfonic acids are stable in water or acid up to high temperatures, in strong refluxing base, and decompose thermally only in the region of 475°C. Metal salts are more stable than salts of corresponding carboxylic acids; $C_5F_{11}SO_3K$ decomposes at 410°C. as compared to $C_4F_9CO_2K$ at 170°C.

The longer chain acids, particularly $C_8F_{17}SO_3H$, are surface active agents in water and aqueous solution and have sufficient solubility and stability to be surface active in strong inorganic acids. They are also surface active in many organic media, such as hydrocarbons.

G. B. Blake, A. H. Ahlbrecht, and H. G. Bryce also read a paper on "Perfluoroalkyl Surface Active Agents for Hydrocarbon Systems" before the division of petroleum chemistry. Results were presented for the specific systems of petroleum waxes, kerosene and mineral oil which show the relationship between surface tension lowering and concentration for a number of fluorocarbon surfactants. Volatility of gasoline, Stoddard solvent, benzene, etc., will be reduced manyfold by the influence of a fluorocarbon surfactant. Concentrations as low as 0.002 perecnt by weight are effective.

"A Comparative Study of Nonionic Detergent Adsorption by Radio - tracer, Spectrophotometric, and Surface-Tension Methods" was presented by Lun Hsiao and H. N.

(*Turn to Page* 114)

Papers given at 126th meeting of American Chemical Society in New York City, September 12-17 reveal new developments in cleaners, detergents, specialties

What's ahead for

FATS and OILS?

By George L. Prichard

Bureau of Raw Materials for American Vegetable Oils and Fats Industries

THE new oils and fats crop year commencing October 1, 1954 promises to be similar to the preceding crop year insofar as operations within the United States are concerned.

Domestic production generally remains at about the same tonnage, based upon latest official crop estimates and the consensus of various government officials. U. S. production of tallow and grease is estimated at 2.6 billion pounds — the same as for 1953-54. Production of other oils and fats will be about the same in total with increases roughly offsetting decreases. Cotton oil output from the 1954 crop will be 500-600 million pounds below 1953 because of marketing quotas. Butter production is likely to decline 50-60 million pounds. Peanut oil because of the short crop will be available only from nuts unfit for edible use and production will be about 100 million pounds less. On the other hand, lard will increase 275-300 million pounds and soybean oil over 500 million pounds from the record 1954 crop. (Soybean exports are estimated at 42.5 and 50.0 million bushels for 1953-54 and 1954-55, respectively). Flaxseed production continues above domestic linseed oil requirements and some 5 million bushels over 1953.

Imported oils will be available in adequate quantities with price levels influenced to some extent by export sales policies of the Commodity Credit Corporation.

Domestic consumption will continue at approximately the same per capita levels and will, of course, reflect the population increase. A notable exception will be the continued expansion of synthetic detergents and consequent decline in tallow and grease soap usage. A partial offset will be additional use of tallow and grease (and purified soapstock) in animal feeds. Total domestic consumption of tallow and grease is expected to remain about the same as the nearly 1.6 billion pounds partly estimated for 1953-54. The usage in feeds has not expanded with the rapidity some have predicted. Census official figures in a special report for the January-March quarter and later Census reports indicate a usage of all fats for this purpose of about 125 million pounds per annum. There is some question as to the completeness of the coverage in this and later reports, and also, as to the rate of the expansion of this use. In any event, it still appears a safe estimate would be no more than 200 million pounds in the 1954-55 crop year.

Governmental policies and actions will be a major factor in the export market as well as in the domestic market. It seems appropriate, therefore, to devote most of the space available for this first review to this subject. Such policies and actions have a bearing on domestic and other soap fats as well as all other fats and oils through their interchangeability, particularly abroad.

In the domestic market, price support and sales policies for the 1954 crop marketing year are generally well known through commitments either announced or implied.

High level production, weather permitting, of annual oil crops in 1955 seems assured by the September 15 announcement by USDA terminating its total acreage allotment program for 1955. This program was designed to roll back total acreages of specified cash crops to the 1953 level. It had drawn more political criticism than the change to flexible price supports and had little, if any, support in USDA below the Office of the Secretary. Although drought was given as the official reason for its termination, it was discontinued close on the heels of the Maine election, and it was quickly used in political campaigning.

An unknown factor which may affect 1955 oil crop production is the support price policy and the relation of oil crop supports to those for other competing crops. As this is written, none have been announced. There is thinking in USDA that it is certainly desirable and may be possible in 1955 to terminate supports for cottonseed, soybeans and flaxseed. Such termination would likely not affect production materially unless competing crops for which no acreage controls are in effect are supported at prices which would cause a shift in acreages from the oilcrops. Had not the political pressures resulted in termination of the

total acreage allotment program this program would have been used as a means of getting farmer acceptance for reducing or dropping some price supports. The theory being that farmers accept the lesser of two evils. However, since USDA could not hold the line on the total acreage allotment program, it may also find it politically expedient to continue and to announce price support programs before the November elections.

Perhaps the most important factor during the 1954 crop marketing year will be the administration of legislative provisions for the disposition of agricultural surpluses. These provisions will be used to maintain exports at a higher level than would otherwise be the case. The United States will maintain its position as the largest net exporter but probably at a lower tonnage than in 1953-54 when net exports were at a record 2.5 billion pounds (partly estimated).

The general authority of CCC to sell its inventories is enhanced by new legislative authorizations totaling $1,350 million. Appropriations for the Foreign Operations Administration authorize the sale of agricultural surpluses up to $350 million for foreign currencies. Title I of Public Law 480 (Agricultural Trade Development and Assistance Act of 1954) authorizes USDA to sell abroad up to $700 million for foreign currencies. Both of these provisions cover any agricultural surpluses and are not limited to CCC inventories. As this is written, the list of surplus commodities has not been determined and announced by USDA. It is expected at an early date. In the meantime, programs are being developed through the FOA channels which handled such exports under Section 550. These programs, when developed, will be presented to the Interagency Committee chaired by Lodwick, the Administrator of Foreign Agricultural Service. Although it has not been announced how the FOA $350 million will be meshed into USDA operations, it now appears that when country programs are approved some items may be handled through FOA and others through USDA. Secretary Benson reported to the President on September 30 that sales would be made within the next few days under negotiations under way for $384 million, of which he indicated $50 million would be fats and oils. Presumably he referred to completion of negotiations with foreign governments because sales will be made through commercial channels.

As this is written, USDA has not finally determined the items to be eligible for such sales but is thinking of including only those items which CCC has in inventory or is apt to acquire under its price support operations. Such a list would include only cotton oil, linseed oil and butter as the major items in the oils and fats category. It would ignore others such as tallow and grease, lard, and soybean oil. The list will be subject to amendment and no doubt affected interests will plead for amendments they feel needed. It should be noted also that the $700 million is available until June 30, 1957 whereas the $350 million expires June 30, 1955.

P. L. 480 also authorizes the donation prior to June 30, 1957 of up to $300 million of commodities from CCC inventories for relief purposes. This will provide a needed outlet for butter and cottonoil which might not otherwise be exported.

In addition to these soft currency and donation authorizations CCC sells for export for dollars at prices below its minimum domestic prices. It has to sell for export at lower prices to be competitive in the world market. After a period of trial-and-error the export sales policies seem to be attaining some coherence. Apparently the period of scare selling such as took place when 210 million pounds of linseed oil were dumped at 6 cents a pound is over. Linseed oil has not been offered for export since except at the domestic minimum of about 16 cents a pound, fob Minneapolis.

A more realistic export merchandising policy is shaping up. USDA officials talk much of not disrupting world markets. Buyers abroad having in mind such sales as linseed oil and a general policy of selling at ever lower prices wonder how "disruption" is defined. The policy which seems to be developing may or may not answer this question to their satisfaction.

CCC's two largest fat inventories are butter (445.1 million pounds as of August 31) and cottonseed oil (700-750 million pounds in mid September). Until late August cottonoil was offered for export at fixed prices which approximated world market based on the fact that CCC inventories were offered only at these fixed prices. Secretary Benson stated when P. L. 480 was enacted that USDA does not expect to be a residual supplier in world markets. This logically means that world oil and fat prices will now have to be determined on the basis of some (and maybe unknown) part of the CCC inventories freely available in that market. It seems most likely that this readjustment will be made based upon the prices acceptable to CCC and not upon the withholding of any specific quantity.

CCC cottonoil has been testing the export market by offerings of 25-30,000 metric tons weekly and sales have been made at about one cent per pound under the previous fixed price level. Sales while substantial have been much smaller than offerings. Presumably CCC will be prepared to reduce its price further if needed to move its cottonoil in the world market. Some officials hope to reduce holdings to about 500 million pounds by the end of October.

CCC is also developing plans to arrange for the storage of all or a substantial part of the inventory which it can not sell for export on a commingled quality - guaranteed basis. This would remove some of the present pressure to move oil. No doubt these sales will reflect in world prices of other oils and fats and in turn upon tallow and grease prices in the domestic market. This may offset the effects of the soft currency sales mentioned above.

(Turn to Page 71)

What's New?

"Cube Starch" of A. E. Staley Manufacturing Co., Decatur, Ill., now comes packaged in cartons printed with fluorescent ink for added sales impetus. The cartons, featuring yellow lettering on red background, were planned and manufactured by Sutherland Paper Co., Kalamazoo, Mich.

To promote its line of private label soaps, Hewitt Soap Co., Dayton, O., is currently mailing this "Soap Can be Dramatic" package to the toilet goods industry. The black and white masks of tragedy and comedy are set in contrasting platforms of white and black. Boxes are gray vellum and gold foil.

Lanolin hair conditioner, "Hair Sheen" of Amole, Inc., Dayton, O., retails for $1.50, plus tax. 12-ounce aersol spray unit also contains hexachlorophene.

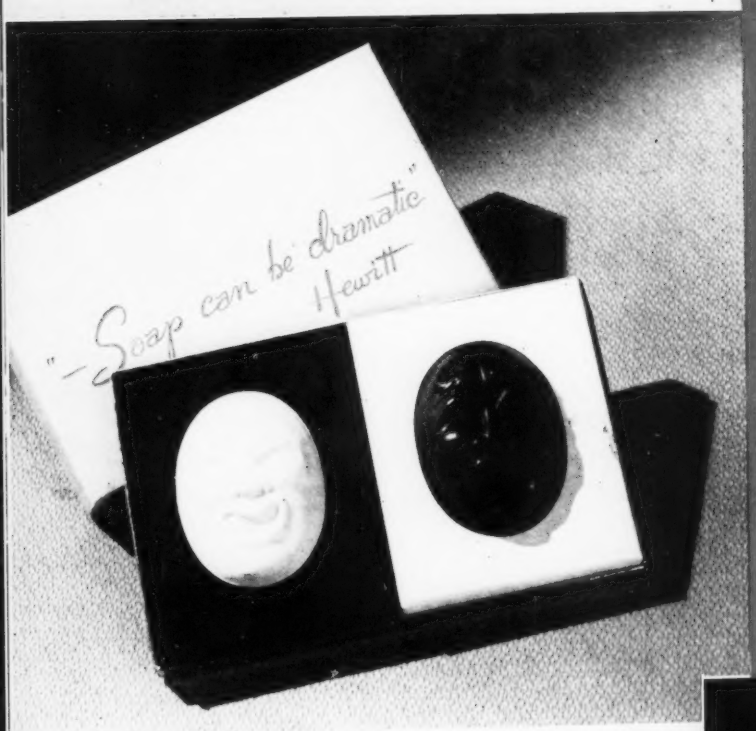
New "Beauticians Shampoo" of Stephan Distributing Co., Fort Lauderdale, Fla., will be sold exclusively through beauty salons. Comes in eight-ounce, pint and gallon sizes. Owens-Illinois Glass Co., Toledo, supplies smaller size bottles.

New electric floor polisher of S. C. Johnson & Son, Inc., Racine, Wis., is also equipped with brush for scrubbing. Polisher, now being sold in Northeast, will be marketed nationally beginning early next year. It retails for $69.50.

"Vixol," a new toilet bowl cleanser, was announced recently by Selig Co., Atlanta. Packed in glass, the white emulsion cleaner comes in 24 quarts, 12 quarts, four gallons and eight gallons to the case.

New die-cut drum shape catalog of Formula Floor Products, Inc., Newark, N.J., is unusual approach in catalog treatment. The 240 page book features Formula's entire line of sanitary supplies and equipment.

New aerosol livestock spray of Tru-Pine Co., Chicago, contains methoxychlor and pyrethrum. 12-ounce can retails for $1.69. Said to be effective against horn flies, house flies and mosquitoes.



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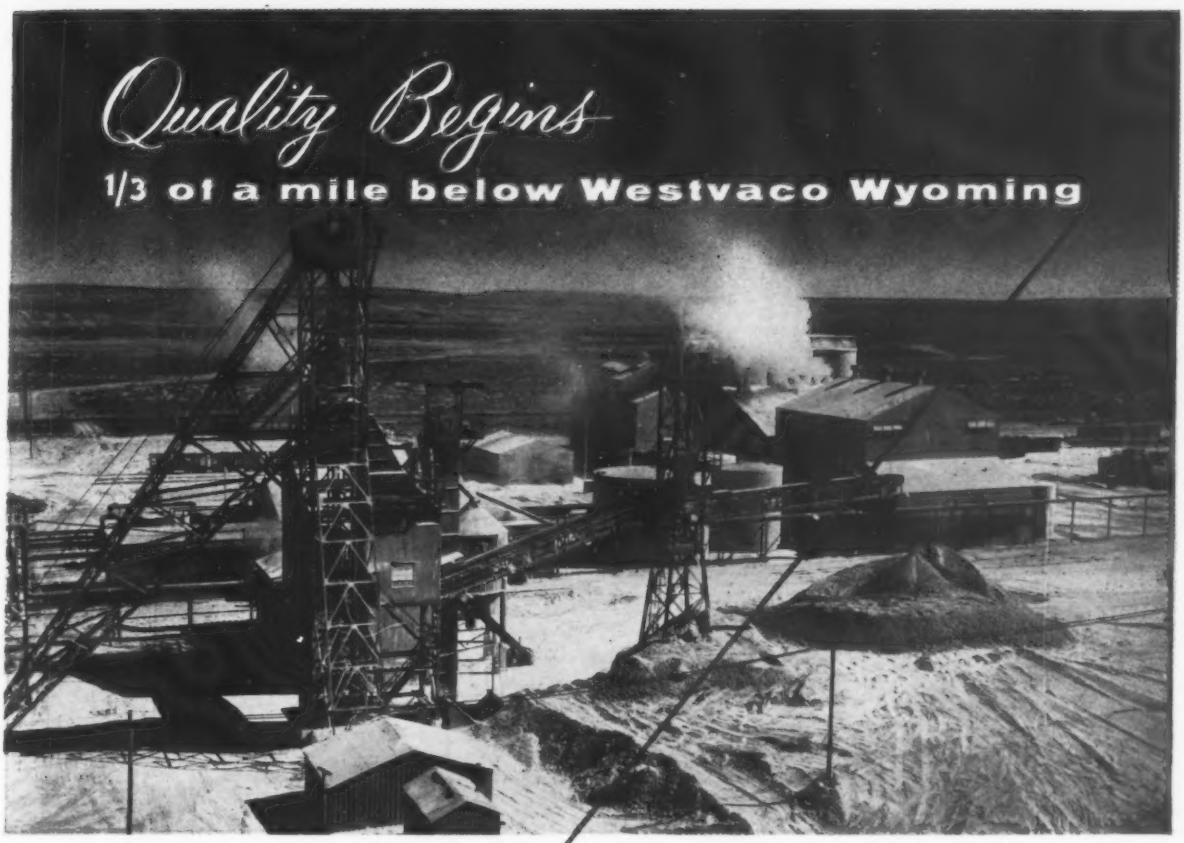

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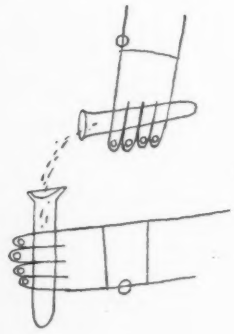

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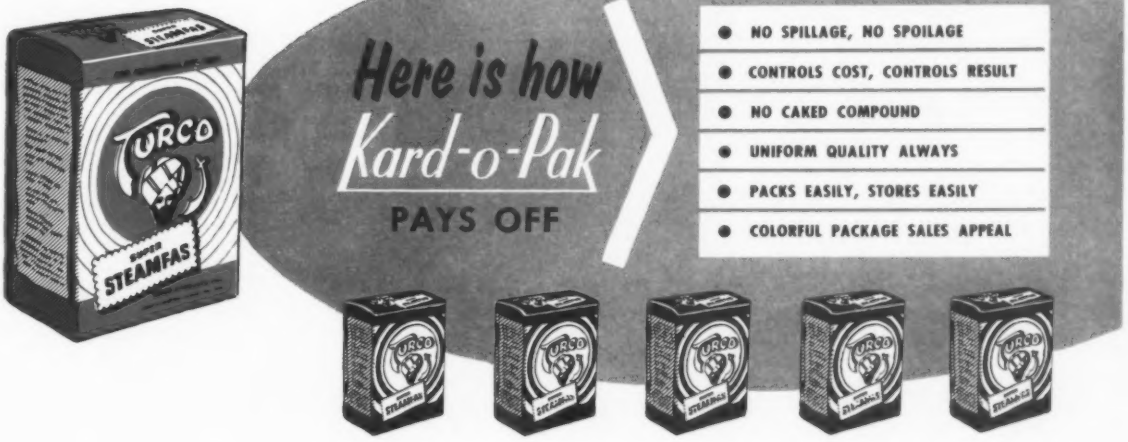

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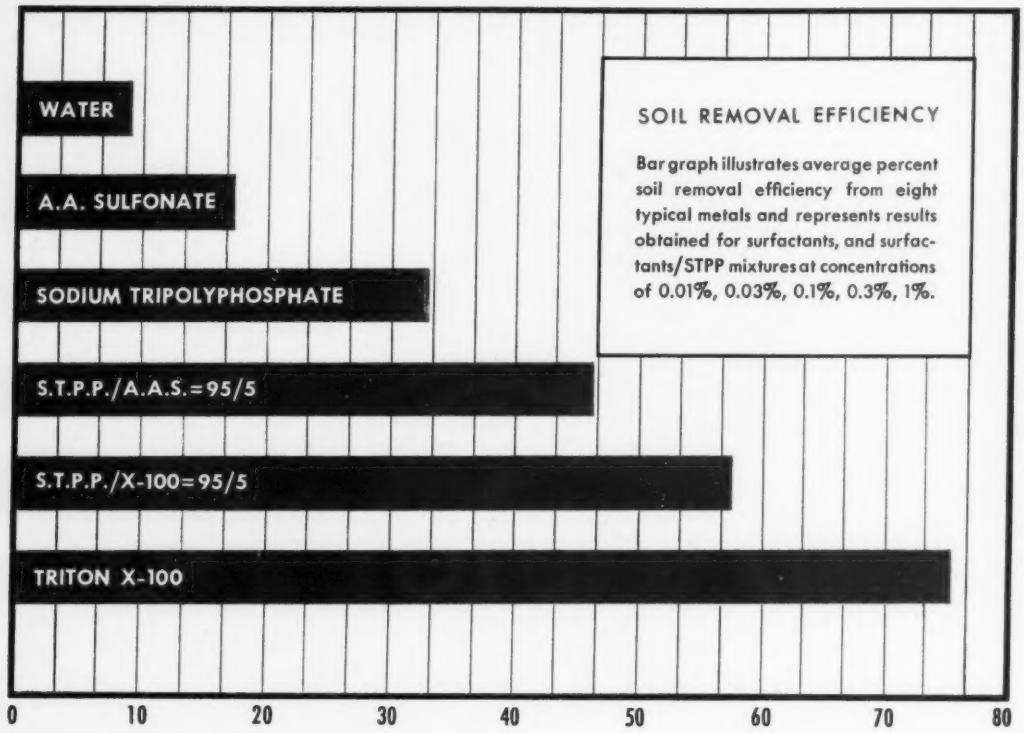

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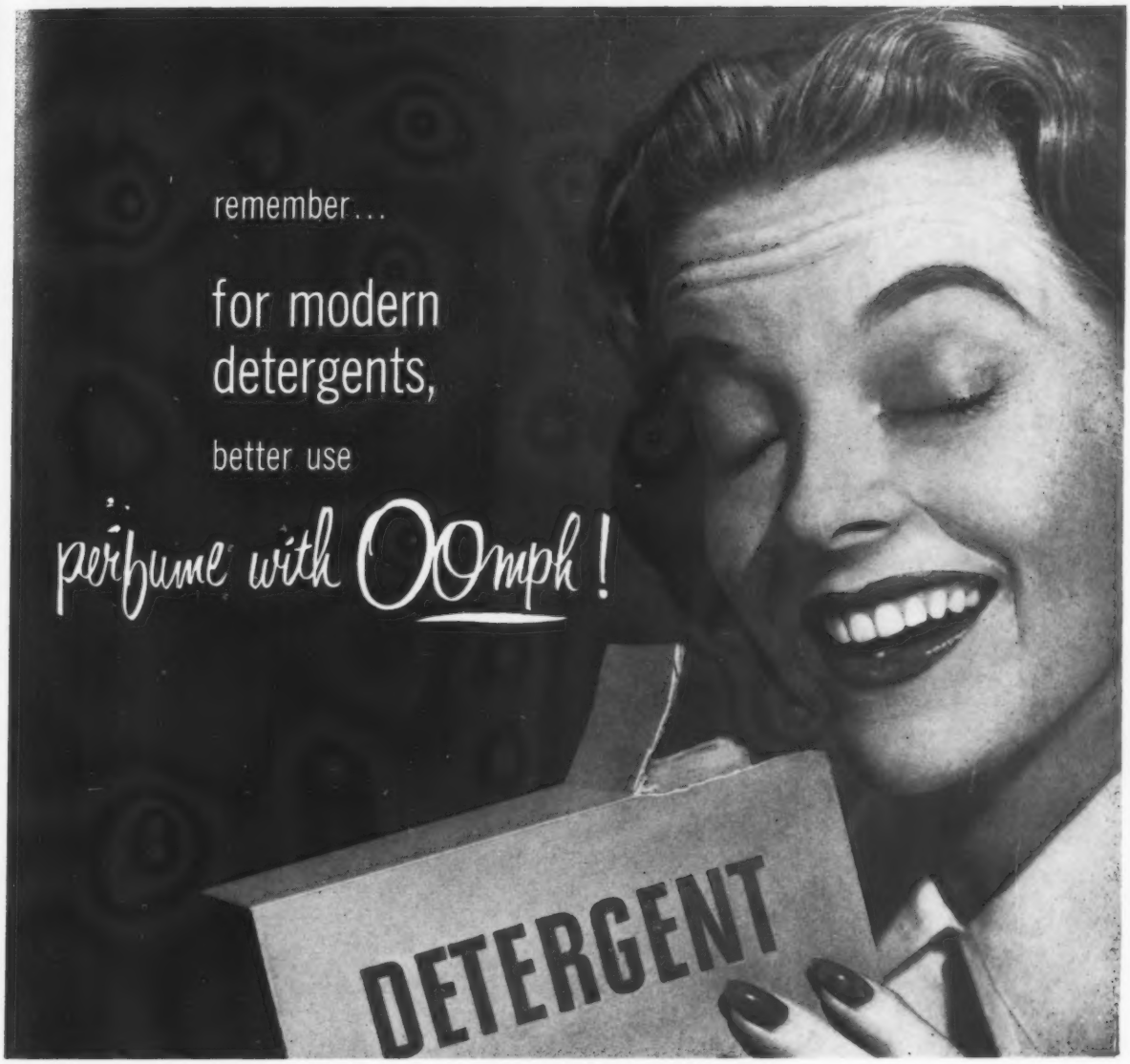

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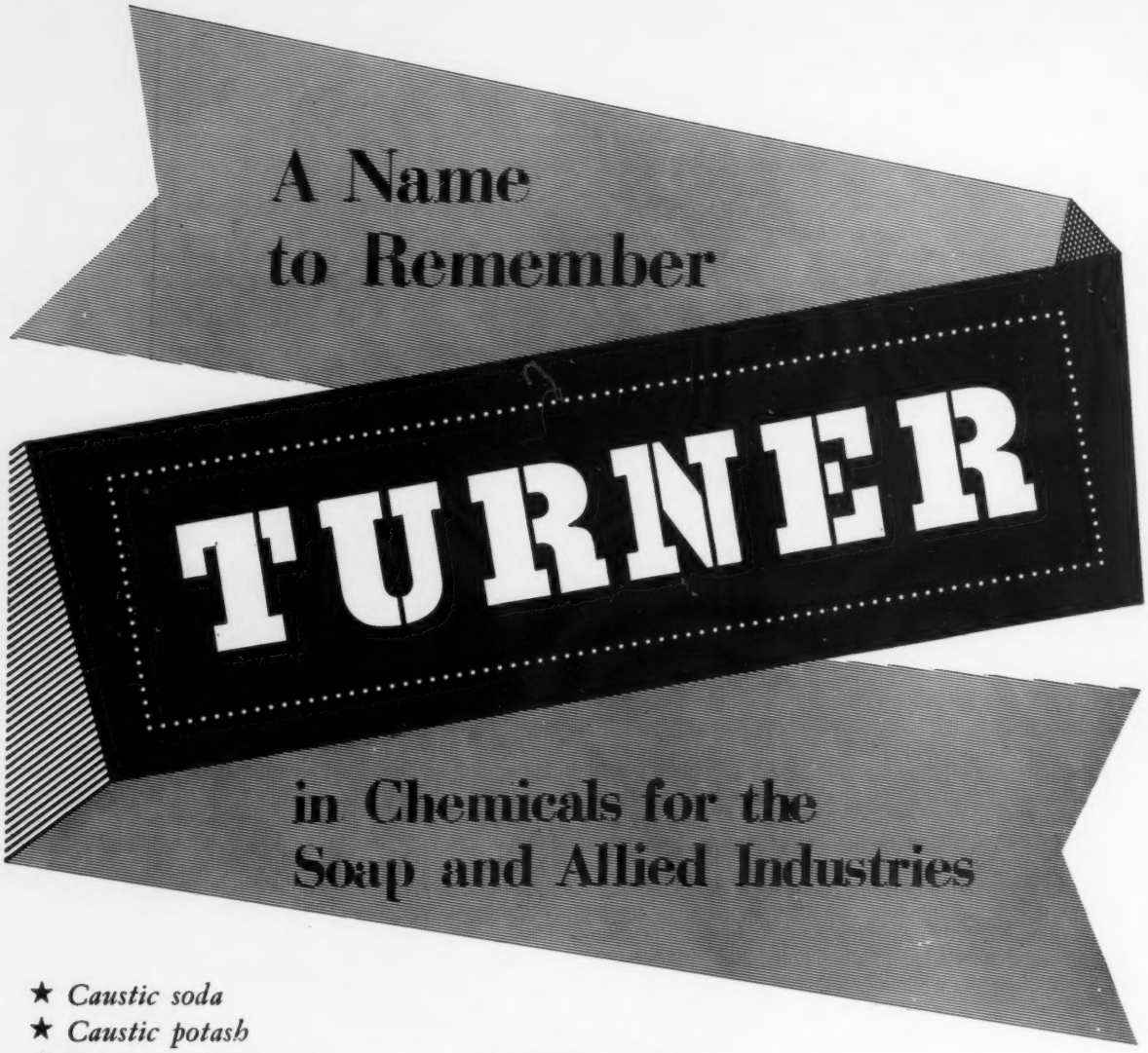

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- ★ *Salt*
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- ★ *Sodium Bicarbonate*
- ★ *Sodium Metasilicate*
- ★ *Silicate of soda*
- ★ *Silicate of potash*
- ★ *Trisodium phosphate*
- ★ *Metallic stearates*
- ★ *Synthetic detergents*
- ★ *Borax*
- ★ *Boric acid*
- ★ *Coconut oil*
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News

Dawson Joins Peck's

W. R. Dawson recently joined the sales staff of Peck's Products Co., St. Louis. He will make his

W. R. Dawson

home in Michigan and cover all of Wisconsin, Michigan, northern Illinois, northern Indiana and northern Ohio. A native of Decatur, Ill., Mr. Dawson is a graduate of James Millikin University. During World War II he served with the air force for nearly four years. For nearly nine years he was with S. C. Cain in Peoria, Ill.

—★—

Forms Syndet Control Unit

Monsanto Chemical Co., St. Louis, Mo., recently formed within its inorganic chemicals division a group concerned with the problems arising from manufacturing processes and quality control of the firm's line of detergents and wetting agents. Paul J. Schauer, with Monsanto since 1946, has been named leader of the group.

—★—

Home Laundry Conference

The annual conference of the American Home Laundry Manufacturers' Association will be held at the Hotel Commodore, New York, Nov. 4-5. Conference subjects of discussion include those dealing with the use of soaps and synthetic detergents in home laundering equipment. The conference is preceded by a Home Laundry Workshop on Nov. 3, at Teachers College, Columbia University.

—★—

Economics N. Y. Offices

The opening of new executive offices at 250 Park Ave., New York City, for the company's sales, marketing and advertising activities has just been announced by E. B. Osborn, president of Economics Laboratory, Inc., St. Paul, Minn.

The 30-year old company is said to be one of the nation's largest manufacturers of detergents for the commercial dishwashing industry, and also markets detergents for general household use and for the dairy industry through its package and dairy sales divisions.

—★—

Reduce Triton Prices

Reductions of up to more than 10 percent in the price of its "Triton X-100" surface active agent were announced late last month by Rohm & Haas Co., Philadelphia. The reductions, which took place last month, amount to 2½ to 3½ cents a pound.

Corresponding reductions in the prices of three other surface active agents manufactured by Rohm & Haas were announced at the same time. Products whose prices have been lowered include the "Tritons-102, 114 and 138". This is the third major reduction this year in the prices of these non-ionic grades of the "Triton" series.

—★—

Sensitivity to Cosmetics

Dr. Adolph Rostenberg spoke on "Sensitivity to Simple Chemicals as Used in Cosmetics" before the October 12 dinner meeting of the Chicago Chapter of the Society of Cosmetic Chemists. Dr. Rostenberg is professor of dermatology at the University of Illinois and a consultant in dermatology for the Food and Drug Administration.

C. S. Campbell Dies

Charles Soutter Campbell, 67, president, treasurer and director of J. B. Williams Co., Glastonbury,

Charles S. Campbell

Conn., died Sept. 21. At the time of his death he was president of the Association of American Soap and Glycerine Producers, a post to which he had been elected at the 27th annual convention of the association last January. He had served as vice-president for the east the previous year, and in 1952 was elected as a director of the Soap Association.

Mr. Campbell, who was also president of Durham-Enders Razor Corp., Mystic, Conn., was graduated from Yale in 1909. Later he became first general secretary of the Young Men's Christian Association and then decided to study for the ministry. He was graduated from Yale Divinity School in 1917.

He gave up the ministry to enter business and became assistant to the president of Durham-Duplex Razor Co., Jersey City, N. J. Soon he became president of Index Invisible, Inc., New York, which company was eventually absorbed by Remington Rand Co. He became vice-president of Remington Rand.

In 1926 he was elected president and director of Durham-Enders. He joined J. B. Williams Co. in 1937 and shortly after held posts

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FLOOR WAXES
FOAMING AGENTS
FRUIT PEELERS
FRUIT WASHES
GLASS POLISHES
HAT CLEANERS
HARD WATER SOAPS
INSECTICIDE CARRIERS
INSECTICIDE SPREADERS
INSECT REPELLENTS
LABEL REMOVERS
LAUNDRY DETERGENTS
LAUNDRY SOAPS
LAUNDRY SOURS
LEATHER CLEANERS
LIQUID SOAPS
MECHANICS SOAPS
MEDICINAL SOAPS
METAL CLEANERS
PAINT CLEANERS
PAINT REMOVERS
ROSIN SOAPS
RUG SHAMPOOS
SALT WATER SOAPS
SCALE REMOVERS
SCOURING POWDERS
SHAMPOOS
SHAVING CREAMS
SOAP POWDERS
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SPOT REMOVERS
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Providence 3, R.I., 15 Westminster St.	DExter 1-3008	Columbus, Ga., Columbus Interstate Bldg.	Columbus 3-1029
Philadelphia 6, Pa., 200-204 S. Front St.	LOmbard 3-6382	Greensboro, N.C., Jefferson Standard Bldg.	GReensboro 2-2518
San Francisco 5, Cal., 517 Howard St.	SUtter 1-7507	Chattanooga 2, Tenn., James Building	CHattanooga 6-6347
Portland 9, Ore., 730 West Burnside St.	Beacon 1853	Atlanta, Ga., 1216 Spring St., N. W.	Elgin 0308
Chicago 54, Ill., The Merchandise Mart	SUperior 7-3387	New Orleans 12, La., Carondelet Building	Raymond 7228
Charlotte 1, N.C., 201-203 West First St.	CHarlotte 3-9221	Toronto 2, Canada, 137-143 Wellington St. W.	Empire 4-6495

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of president and treasurer, as well as director.

Mr. Campbell is survived by his widow, Mary Abbe Campbell, and six children: Charles S., Jr., of Baltimore; William P. of Washington, D. C.; Robert A. and Mary of New York; Mrs. Stuart Clement of Rye, N. Y., and Mrs. Sidney Lovett of Littleton, Mass.

—★—

Colgate Soap Sales Shifts

Nine promotions in the soap sales division of Colgate-Palmolive Co., Jersey City, N. J., were announced last month by Marshall S. Lachner, vice-president in charge of the soap and industrial sales departments. Involved in the changes are:

Leo Finkel, supervisor in the New York soap district, who becomes merchandising brand manager for "Cashmere Bouquet" soap.

Robert M. Smith of the new products department has been advanced to an assistant in the soap department's new products section.

Joseph P. DiRienzo, has been advanced from supermarket salesman in the Boston district to soap promotional supervisor in the home office.

J. J. Urso, formerly department store salesman, becomes supervisor in charge of sales to department stores and private brands.

R. W. Wood's duties have been expanded to include work as promotional supervisor on features in the field as well as cooperative advertising.

Richard E. Rost, supervisor in the Jersey City soap district, transferred to New York divisional supervisor.

Curtis H. Judge, Kansas City divisional supervisor, has been named district manager of the St. Louis soap district, succeeding the late H. T. Hazelrigg.

Ray L. Iddings, supervisor in the San Antonio soap district, has been shifted to Kansas City divisional supervisor.

Charles S. Ludwig, formerly Cincinnati soap district supervisor, is now Chicago divisional supervisor.

Wyandotte Names Burger

David H. Burger recently joined the M.A. Division of Wyandotte Chemicals Corp., Wyandotte,

David H. Burger

Mich., as administrative assistant in the organics group. Previously he had been a sales representative in Los Angeles for Celanese Corp. of America. Mr. Burger is a graduate of Michigan College of Mining and Technology, where he received a B.S. degree in chemistry. Following graduation he taught organic chemistry at Lawrence University of Technology in Detroit and worked as a research chemist for Dow Corning Corp.

—★—

P&G Overseas Changes

Three executive appointments in the overseas division of Procter & Gamble Co., Cincinnati, were announced recently.

William M. Ittmann, formerly general manager of Sabates, S. A., P&G's Cuban subsidiary, has been named managing director of Thomas Hedley and Co., British P&G subsidiary.

Named to succeed Mr. Ittmann at Sabates is Eugene C. Moffatt, who becomes general manager. At the time of the appointment Mr. Moffat was manager of the sales service division of Procter & Gamble in Cincinnati.

Mr. Ittmann will fill the position which has been temporarily held by D. H. Robinson who will return to Cincinnati about April 1 for special assignments in the company's overseas division.

Mr. Moffatt has been with Procter & Gamble for 34 years. Most of his business career with the company has been spent in the sales department.

Mr. Ittmann joined the advertising department of P&G in 1941 and worked in the company's Cincinnati office until four years ago, when he was transferred to the Cuban subsidiary.

D. H. Robinson was employed in the advertising department of Procter & Gamble from the time he joined the company in 1929 until 1953, when he was assigned to the British company.

—★—

New Solvay Plant

Solvay Process Division, Allied Chemical & Dye Corp., New York, has started operation of its chloromethane plant at Moundsville, W.Va., it was announced late last month. Methylene chloride, methyl chloride, chloroform, and carbon tetrachloride are produced by the new unit. The last three of these compounds include among their uses the formulation of aerosol propellents.

Methyl chloride is sold in tank car lots, f.o.b. Moundsville, freight equalized with recognized producing points. Methylene chloride, chloroform, and carbon tetrachloride are being offered on a delivered price basis and come in drums or in tank car quantities.

—★—

Hooker Earnings High

Hooker Electrochemical Co., Niagara Falls, N. Y., and wholly-owned subsidiaries report record high sales and net income for the nine months ended August 31, 1954.

Net sales in the latest period showed an increase of 17 percent and totaled $33,237,200, compared with $28,459,800 for the like nine months a year earlier. Net income after taxes rose by 19 percent and amounted to $3,020,100 equal, after preferred dividends, to $2.61 per share of common stock as against $2,572,800 or $2.20 per common share reported for the nine months ended August 31, 1953.

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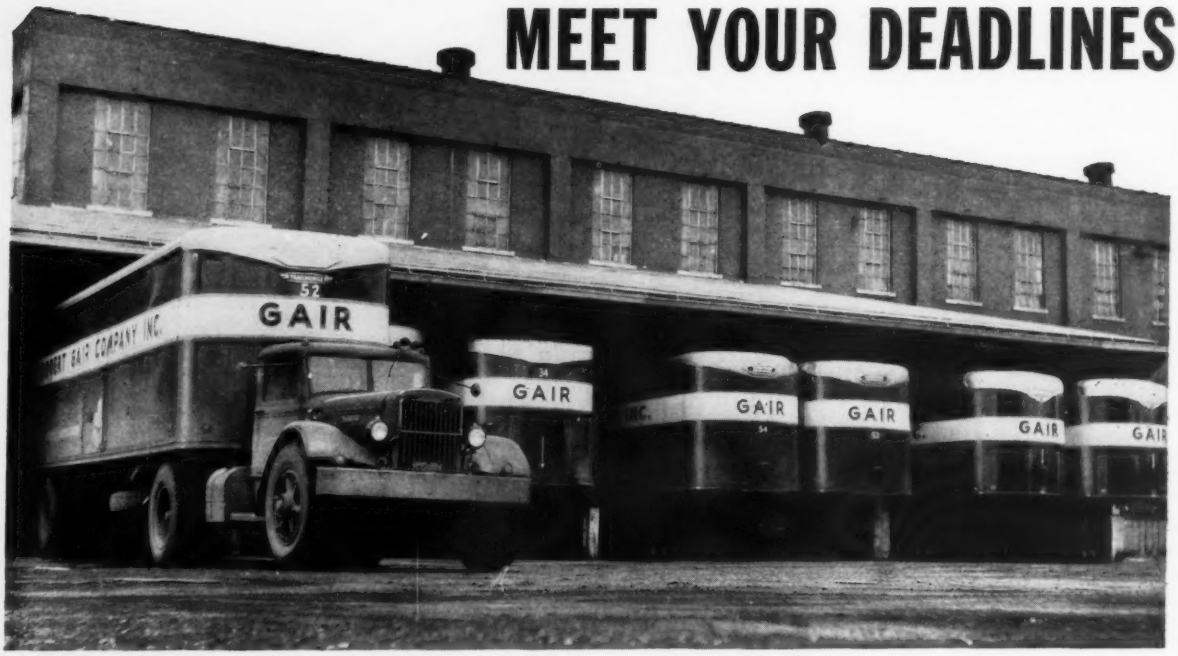

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"If our supply of raw materials permits, we'll be able to deliver on schedule" is one of the "ifs" you won't find at Gair. Our raw materials are grown in our own forests, processed in our own plants. We don't run short.

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Madden Joins Antara

Joseph P. Madden has joined Antara Chemicals, a sales division of General Aniline & Film Corp.,

Joseph P. Madden

New York, as manager of inorganic chemicals, it was announced recently by Harold G. Shelton, sales manager of Antara. Mr. Madden is in chargeof sales of present and new products in the inorganic field.

Formerly assistant sales manager of Stauffer Chemical Co., New York, in charge of alkalies, chlorine and chlorinated products, Mr. Madden more recently was vice-president of Caldwell Chemical Co., New York.

—★—

Boohecker in New Post

Appointment of James Boohecker to the newly created post of general manager of Dorothy Gray, Ltd., New York, was announced last month by Joseph Keho, company president. Mr. Boohecker joined Dorothy Gray 19 years ago and has served as sales manager for the past 10 years.

Mr. Keho continues as the president of Dorothy Gray, Ltd. and as a member of the board of the parent company, Lehn & Fink Products Corp., New York.

—★—

Sweet Joins HumKo

Louis A. Sweet recently joined HumKo Co., Trendex Division, Memphis, as supervisor for fatty acid processing and distillation. He received his B.S. degree at Adrian College and joined Archer-Daniels-Midland Co., Minneapolis, in 1938. He remained with the firm in fatty acid production until 1949, at which time he joined Blanton Co., St. Louis. The announcement of Mr. Sweet's joining HumKo was made by W. J. O'Connell, vice-president.

—★—

Merchants Names Wahlers

Frederick W. Wahlers, a member of the sales staff of Merchants Chemical Co., New York, was recently appointed assistant sales manager, it was announced by Lemuel Skidmore, president.

Mr. Wahlers, who has been assigned to sales work in the New York area for Merchants since he joined the company, is engaged in sales, technical service, product development and purchasing, in his new position.

—★—

Gair Appoints Murphy

The appointment of Homer Murphy as sales manager for the Angelus Paper Box Division, Los Angeles, of Robert Gair Co., New York, was announced last month by Jack Hendricks, general sales manager of Gair.

Mr. Murphy started with American Coating Mills in Chicago as a salesman eight years ago, and later became Chicago plant sales manager. He was graduated from Northwestern University, and served for more than four years with the U.S. Navy before joining ACM.

Homer Murphy

DCAT Elects Hanford

Claude A. Hanford, president, Pharmaco, Inc., New York, was elected the 58th Chairman of

Claude A. Hanford

the Drug, Chemical and Allied Trades Section of the New York Board of Trade (DCAT) at its 64th annual convention held at Pocono Manor, Pa., Sept. 23-25. Other officers elected were: vice-chairman, Sydney N. Stokes, sales manager, northeastern division, Merck & Company, Inc., Rahway, N. J.; treasurer, David Hayden, Eastern sales manager, R. P. Scherer Corp.; Counsel, James G. Flannagan, vice-president, S. B. Penick & Co., New York, and secretary Helen L. Booth.

The retiring chairman, Stanley I. Clark, vice-president of Sterling Drug, Inc., New York, was elected section representative to the board of directors of the New York Board of Trade. Hugh S. Crosson, retiring treasurer, was elected an honorary member of the executive committee in recognition of his 13 years of service to the Section.

Elected as members of the executive committee of the Section (excluding officers) were: Frank F. Black, Chas. Pfizer & Co., Inc.; Francis C. Brown, Schering Corp.; Ralph A. Clark, J. T. Baker Chemical Co.; Griffin Crafts, J. W. Wilson Glass Co.; Harold F. Cummings, Vitamerican Oil Corp.; James Day, Dow Chemical Co.; W. T. Halsted, Thos. Leeming & Co.; William W. Huisking, Chas. L. Huisking & Co.; Louis E. Kalty, Progressive Drug Co.; George H. McGlynn, Magnus, Mabee & Reynard, Inc.; W. Boyd O'Conner, Ayerst Labs. Div., American Home Products Corp.; Wm. J. Schieffelin, III, Schieffelin & Co.; F. M. Schwemmer,

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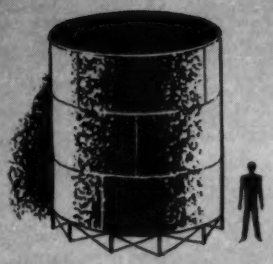

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Titre	36°— 39° C.	33°— 36° C.
Lovibond 5¼" Red	1.0 — 2.0	5 — 10
Lovibond 5¼" Yellow	5 — 15	30 — 50
Color Gardner 1933	1 — 3	
Unsaponifiable	1.5% max.	2.0% max.
Saponification Value	201 — 206	200 — 204
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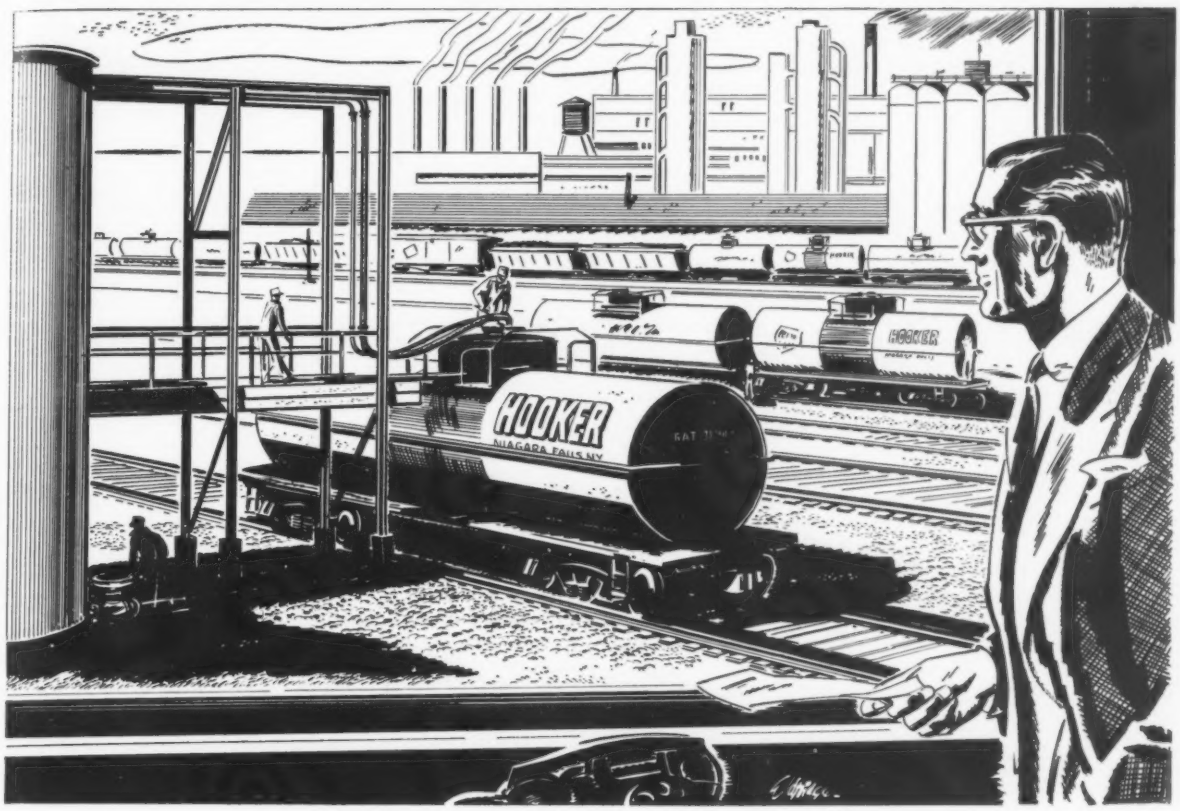

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Month after month, year after year—you can standardize processing methods, and get consistent results, when you use Hooker Caustic Soda.

You need never adjust your process to meet variations in caustic soda shipments. You can be sure each new shipment closely matches your current inventory.

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Do you agree, with leading companies in 30 different industries, that this is a good reason to *standardize* on Hooker caustic soda?

If you do, a letter or a phone call to the nearest Hooker plant or office will quickly bring you the product data and other facts you need to make your decision.

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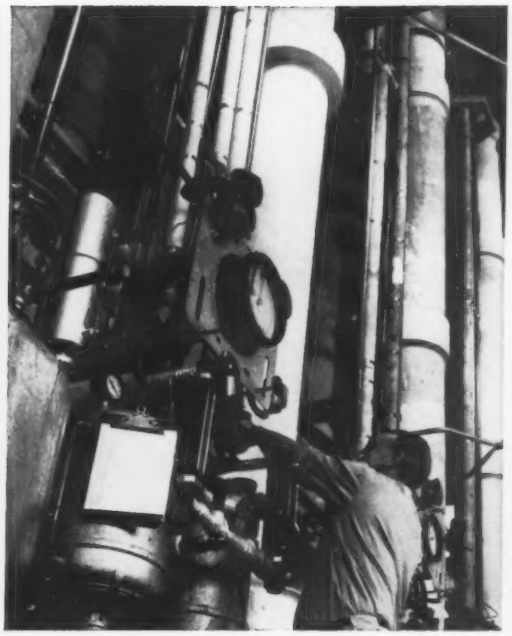
Our service laboratories are prepared to advise and assist you in using Givaudan materials to obtain uniform results in perfumes and cosmetics of every type.



Continuity of supply and consistency of quality are assured by Givaudan's modern, up-to-the-minute facilities for large-scale production and careful control over sources for basic materials.

Uniformity of fragrance in a complete line of cosmetics can be achieved because of Givaudan's skill in evaluating and adapting for compatibility and stability.

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Form and color	Light tan clear liquid
Specific gravity	1.070 to 1.090
Solids	35 to 37%
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Active Ingredients	(approx.) 33 to 35%
Solubility in water	In all proportions
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—★—

Soap Meeting Dates

The 28th annual convention of the Association of American Soap & Glycerine Producers will be held at the Hotel Waldorf-Astoria, New York City, Wednesday, Thursday and Friday, January 26-28, 1955. Originally the meeting had been scheduled for Feb. 1-3, with the banquet on Thursday night. However, because the "Maid of Cotton" is scheduled to appear at a Florida department store during the first week in February and thus would be unable to participate in the Maid of Cotton Fashion Show usually staged during the meeting of the Soap Association, it was decided to reschedule the meeting.

Reader Sees It

(*From Page 37*)

Editor:

I know our friends in Kenya will greatly appreciate the publicity you gave them in the September issue of your publication.

In reading the article, I fear, some confusion might arise in the minds of the readers.

You will appreciate the increase in acreage from 1,300 acres to 48,300 acres, applies only to acreage under the control of Africans. In other words, the acreage controlled by European farmers is not included in the above figures.

I wonder, if it would be possible for you to clarify this point in your October issue, as I know that our friends, the pyrethrum importers, will undoubtedly be raising questions with respect to the acreage under pyrethrum in Kenya.

GEORGE E. NIXON, *President*
Greene Trading Co.,
New York City

—★—

Hotel Show Nov. 8-12

The 39th National Hotel Exposition will be held Monday through Friday, November 8-12 at Kingsbridge Armory, Bronx, N. Y.

Lipscomb Heads Williams

Charles T. Lipscomb, Jr., was elected president of J. B. Williams Co., Glastonbury, Conn., to succeed

Charles T. Lipscomb, Jr.

the late Charles S. Campbell, it was announced by the board of directors Sept. 30. For the past four and one-half years Mr. Lipscomb has been president of the Pepsodent Division of Lever Brothers Co., New York.

The 46-year old chief executive of J. B. Williams Co. assumes his new position Oct. 15. He will have offices in Glastonbury and in the Graybar Building in New York City. Prior to joining the Pepsodent division, he was vice-president and general sales manager of McKesson & Robbins Co., New York, which he joined in 1942 as vice-president in charge of the industrial chemical division. Prior to this he was with Coca Cola Co. for three years in Atlanta, where he served as assistant to the chairman of the board. His first 10 years after college were spent with Vick Chemical Co., New York.

Mr. Lipscomb is a 1928 graduate of the University of North Carolina, following which he spent one year at the University of North Carolina graduate school on a teaching fellowship.

The Williams company, which was established in 1840, has a plant in Glastonbury and in Montreal, Canada. Over the last six years the firm has expanded its original Williams line of shaving products by acquiring other corporations with related products. In 1948 "Skol" suntan products were added to the line through the acquisition of the Gallowhur Co. of New York. Two years later William acquired the "Conti Castile" shampoo and soap line through the purchase of Conti Products Corp., Brooklyn. R. B. Semler, Inc., with its line of "Kreml" hair tonic, dressings and shampoos, was acquired in 1952.

—★—

Solvay Names Aubel

Appointment of W. W. Aubel, Jr., to the post of manager of the Philadelphia sales branch of Solvay Process Division, Allied Chemical & Dye Corp., New York, was announced last month by H. F. Merritt, vice-president. Mr. Aubel succeeds the late C. M. Peterson.

In his new assignment, Mr. Aubel supervises Solvay sales activities throughout Virginia, Maryland, Delaware, southern New Jersey and eastern Pennsylvania.

A graduate of Pennsylvania State College, Mr. Aubel started working for Solvay in 1939. Prior to World War II he served Solvay in the Philadelphia area as well as in Texas. Released from the U. S. Navy in 1946 with the rank of Lieutenant, Mr. Aubel returned to Solvay as supervisor in the calcium chloride sales department. In 1951 he was appointed manager of that department.

—★—

Cinn. Assn. Elects

The election of Vernon B. Tucker, Cincinnati branch manager of Mallinckrodt Chemical Works, Inc., St. Louis, as president for the 1954-55 season of the Cincinnati Drug & Chemical Association took place at a recent meeting of the organization.

Other offices elected are: vice-president, J. R. Harrington of Monsanto Chemical Co.; secretary, S. E. Spencer, Jr., Wm. C. Merrell Co., and treasurer, Frank Jones, Monsanto Chemical Co.

The board of directors includes the above officers and Louis Wahl of Diamond Alkali Co.; Clark Nowland, Jr., and L. J. Meiners,

DOW CAUSTIC SODA

Availability of 73% caustic soda solution from Dow is now importantly increased. Two new bulk terminals—at Bayonne, N. J. and North Charleston, S. C.—are speedily serviced by the new liquid chemicals tanker *S. S. Marine Dow-Chem*. These added distribution points, plus expanded 73% production facilities at Midland, Mich. and Freeport, Texas, mean *faster*, more *economical* delivery to the growing number of 73% caustic users.

Our Alkali Sales Department will gladly assist you in accurately figuring your potential *savings* with 73% caustic. THE DOW CHEMICAL COMPANY, Dept. AL 900RG, Midland, Michigan.

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both of Geo. H. Nowland Co., and Owen Sexton of H. Blacker Printing Ink Co., the retiring president.

—★—

Olin-Mathieson Elect

Election of the following officers of Olin Mathieson Chemical Corp., Baltimore, formed August 31 by the merger of Olin Industries, Inc., and Mathieson Chemical Corp., was announced recently by John M. Olin, chairman of the board, and Thomas S. Nichols, president:

John W. Hanes, chairman of the finance committee and vice-president for finance; F. Stillman Elfred, John Leppart, Stanley de J. Osborne, executive vice-presidents.

Russell R. Casteel, vice-president; Norman H. Collisson, vice-president for operations; Donald W. Drummond, vice-president for operations; R. L. Hockley, vice president for operations; Russell Hopkinson, vice-president for development; Robert W. Lea, vice-president for organization; R. B. Lewis, vice-president for financial analysis; David T. Marvel, vice-president for sales; Milton F. Meissner, vice-president for operations; S. L. Nevins, vice-president for operations; Walter F. O'Connell, vice-president and assistant to the vice-president for finance; Fred Olsen, vice-president for research; Ralph A. Ostberg, vice-president for production; J. J. Toohy, vice-president for operations; Theodore Weicker, Jr., vice-president for overseas operations; Edgar W. Taft, treasurer; C. C. Tallman, comptroller; Gordon Grand, Jr., secretary; E. R. Van Vliet, assistant treasurer; A. P. Winsor, assistant secretary.

The officers elected were all formerly associated with one or the other of the predecessor companies.

—★—

Babb Heads Soap Assn.

Jervis J. Babb, president of Lever Brothers Co., New York, has been named to succeed the late Charles S. Campbell, president of J. B. Williams Co., Glastonbury, Conn., as president of the Association of American Soap & Glycerine Producers, Inc. Mr. Babb has been eastern vice-president of the Soap Association, having been elected to that post in January of this year. He has presided at meetings of the board of directors of the association in place of Mr. Campbell, who has been unable to attend for some time because of illness.

McElroy in Education Post

Neil H. McElroy, president of Procter & Gamble Co., Cincinnati, has been named chairman of

Neil H. McElroy

the White House Conference on Education, it was announced recently. The White House Conference in 1955 will be preceded by a series of State conferences for citizen-educator consideration of major educational problems.

—★—

Consolidates Divisions

The consolidation of its drying machinery division and its textile machinery division, previously operated with separate sales organizations and separate engineering departments was announced recently by Proctor & Schwartz, Inc., Philadelphia. The combined functions are under the supervision of Harmon B. Riehl, as vice-president in charge of all sales efforts, including also the new shelving business which serves food and other chain stores and retail outlets.

Engineering work has been separated into a product engineering department and a research and development group. John W. Powischill heads the former group, which does the engineering work for all products. The other engineering unit is under the direction of Jack P. Wilson.

Publicity, advertising, exhibits and public relations are the responsibility of John H. Senior, vice-president.

Walter W. Sibson, vice-president, remains in charge of manufacturing supervision and E. R. Ayres, Jr., vice-president, continues to be responsible for purchasing. Walter S. Corson is treasurer, and his functions remain unchanged.

In Brief

(*From Page 36*)

so badly. The tremendous impact of soap advertising in the U. S. has developed soap use to undreamed of levels by educating consumers to the value, both esthetically and in terms of health, to clean bodies, clean clothes.

So, when the critics carp and poke fun at American soap advertising, let us refer them to the European Continent and ask them to choose. Silly as some of it may be, the very pressure of soap advertising in the U. S. and Canada makes life far more pleasant, helps to raise the standard of living. What can give a downcast dub a greater lift than a bath and a clean shirt? If there be doubters, we refer them to recently returned visitors to Europe.

—★—

New Diamond Appointments

Appointment of William E. Collins to the technical staff of the chlorinated products division of Diamond Alkali Co., Cleveland, was announced recently by C. E. Lyon, vice president and division manager.

The market research activities of the firm's recently formed commercial development department are led and coordinated by George Rieger. He was previously associated with Hercules Powder Co., Wilmington, Del., where he served as manager of the application research division at the experiment station from 1948 until 1953 and later as assistant manager of the sales research division.

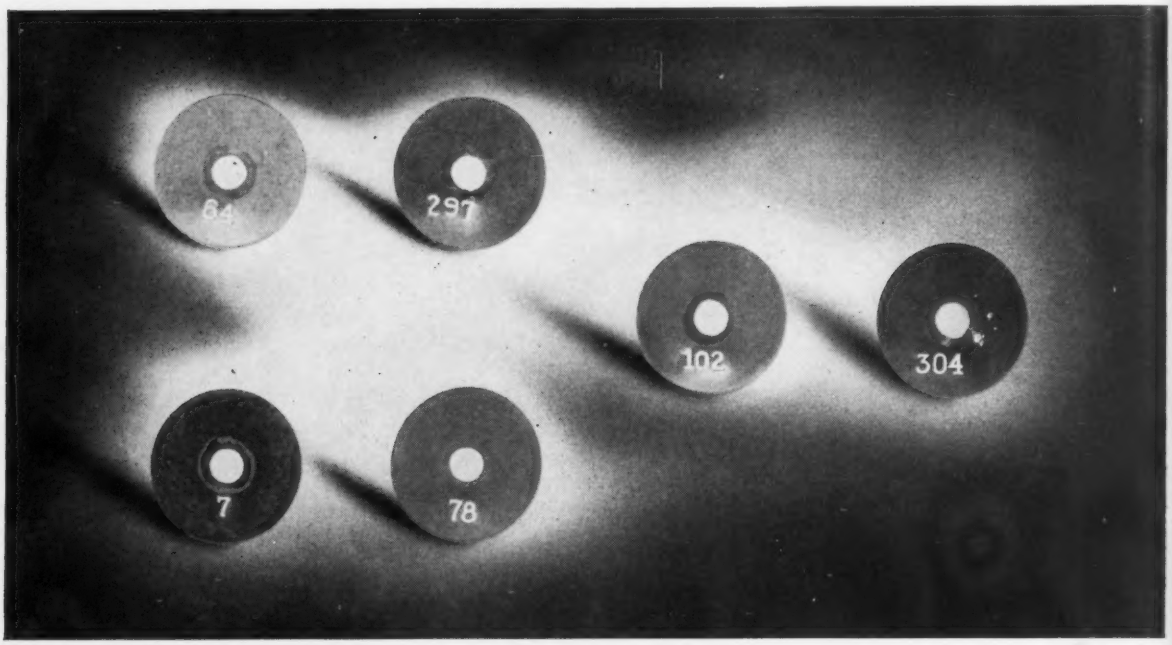
The newly-created position of director of exploratory research was filled by the appointment of Albert W. Meyer, in charge of U. S. Rubber Co.'s new materials department at Passaic, N. J., for the

PQ® SILICATES REDUCE CORROSIVE ATTACK

Do your detergents attack metals, enamels and glazes? Your answer to this problem can be found in using a PQ Silicate. Yes, PQ Silicates greatly improve cleaning efficiency, but they also are outstanding in preventing corrosion. Their soluble silica component protects metals such as aluminum, tin, zinc, brass, copper and enamels and glazes.

Use PQ Liquid Silicates in your spray-dried detergents, or the PQ Powdered Silicates in dry mixtures. They are compatible with synthetic detergents, phosphates, carbonates and soaps.

For soap and detergent manufacturers—new bulletin "PQ Silicates in Modern Detergents and Soaps." Ask for a copy on your letterhead.



Zinc discs exposed in solutions as noted. Time: 2 hours; Temperature: 140°F.

Effect of Metso 99 in reducing corrosive action of synthetic detergents combined with phosphates.

DISC	SOLUTION CONCENTRATION	WEIGHT LOSS MG. PER SQ. DEC.
#7	.2% alkyl aryl sulfonate	31
#64	.2% alkyl aryl sulfonate + .2% tripolyphosphate	63
#297	.2% alkyl aryl sulfonate + .2% tripolyphosphate plus .14% Metso 99	6
#102	.2% alkyl aryl sulfonate + .2% pyrophosphate	63
#304	.2% alkyl aryl sulfonate + .2% pyrophosphate plus .2% Metso 99	11
#78	.2% alkyl aryl sulfonate + .2% Metso 99	1

METSO

PQ® Silicates of Soda

METSO® DETERGENTS

PHILADELPHIA QUARTZ COMPANY, *1152 Public Ledger Bldg., Philadelphia 6, Pa.*

past three years. C. C. Brumbaugh, with Diamond since 1937, became director of research — atomic energy, alkali, and electrolytic products. The post of research coordinator and patent counsel for the company went to Thornton F. Holder, who had been Diamond's patent counsel for the past eight years.

Two of the firm's sales representatives were advanced to managerial positions: Kemble S. Lewis, for the past two years assistant branch manager of the Chicago sales office was named sales manager of the plastics division, responsible for polyvinyl chloride resin sales. Succeeding Mr. Lewis as assistant branch manager in Chicago is Olin Smith, who has served as a special staff assistant in the sales department at Cleveland since May 1953.

Fats and Oils

(*From Page* 51)

The Agricultural Act of 1954 authorizes the Secretary of Agriculture to set-aside CCC inventories of certain commodities including up to 200 million pounds of butter and 500 million pounds of cottonoil. The theory of set-asides is to insulate a specified quantity from the market place and to remove it from price support determinations thus arriving at a higher support level. The initial set-asides included only wheat and cotton. It is not expected that either butter or cottonoil will be set-aside because it would have no effect upon the price support and would assist in no way in disposing of the inventory.

Butter disposition is a real source of concern to the oils and fats industry. It does not improve with age. And, eventually CCC must dispose of it but appears no nearer a solution to the problem. Export sales at prices low enough to move the surplus cannot be made without political repercussions both at home and abroad. CCC recognizes the obvious in connection with domestic sales if made at below support prices, it would mean subsidizing the entire production. Surplus purchases by CCC have been much smaller in volume since the cut in the support price. Also any sales of butter by CCC at lower price levels would complicate its price operations for cottonseed and soybeans. The most likely prospect is that if and when price support purchases become nil or quite small, CCC will attempt to sell small quantities to commercial users such as bakeries at reduced prices contingent upon their continuing normal open market purchases.

Notice was published in the Federal Register of September 11 that after March 11, 1955 the General Services Administration would sell from the strategic stockpile 11 million pounds of palm oil at current market prices. GSA officials say no other sales of oils and fats from the stockpile are contemplated at this time. Future sales also will be announced six months in advance.

It must be kept in mind that CCC will acquire additional inventories from its price support operations during the crop year. This will assure these problems remaining with us for a while yet. In any event, it promises to be a most interesting year. In future columns we shall examine statistics and some of the items mentioned above in more detail.

Coming Meetings . . .

American Oil Chemists' Society, fall meeting, Radisson Hotel, Minneapolis, Oct. 11-13.

Association of American Soap and Glycerine Producers, convention, Waldorf Astoria Hotel, New York, January 26, 27 and 28.

Association of Consulting Chemists and Chemical Engineers, annual meeting, symposium, Belmont Plaza Hotel, New York, Oct. 26.

Association of Economic Poison Control Officials, annual meeting, Shoreham Hotel, Washington D. C., October 16.

Chemical Market Research Association, Book-Cadillac Hotel, Detroit, Mich., Nov. 17.

Chemical Specialties Manufacturers Association, 41st annual meeting, New Yorker Hotel, New York, December 6-8; mid-year meeting, Drake Hotel, Chicago, May 16-18, 1955.

Commercial Chemical Development Association, Bedford Springs Hotel, Bedford, Pa., October 7-8.

Industrial Housekeeping Safety Guild, annual convention, Ambassador Hotel, Atlantic City, November 7-11.

Manufacturing Chemists Association, semiannual meeting and winter conference, Statler Hotel, New York, November 23.

National Pest Control Association, annual meeting, Di Lido Hotel, Miami Beach, Fla., Oct. 18-21.

National Sanitary Supply Association, regional sales conference, Hotel Statler, New York, October 27-28; western regional meeting, Statler Hotel, Los Angeles, Oct. 21-22; southern regional meeting, Shelborne Hotel, Miami, Fla., Nov. 5-6; annual convention and trade show, Convention Hall, Atlantic City, March 20-23, 1955.

Packaging Institute, annual forum, Roosevelt Hotel, New York, Oct. 25-27.

Salesmen's Association of the American Chemical Industry, third sales clinic, Commodore Hotel, New York, Oct. 11.

Synthetic Organic Chemical Manufacturers Association, monthly luncheon meetings, October 13 and November 10; annual dinner, Dec. 1, all at Commodore Hotel, New York.

Booklet on Alkylphenols

Surface-active agents, antioxidants; corrosion inhibitors and detergents for petroleum products, insecticides, bactericides, and fungicides, are among the products in which octylphenol and nonylphenol figure as intermediates according to a booklet put out recently by Rohm & Haas Co., Philadelphia. The eleven-page publication lists and describes physical properties, uses, and chemical reactions of these compounds, an extensive bibliography is included.

Allen Green Killed

Allen Green, 37, vice-president of Regent Chemical Co., Atlanta, was killed Sept. 20 in an auto accident on State Highway 52, about 13 miles west of Dawsonville, Ga. A native of New York City, Mr. Green had lived in Atlanta for 12 years. He was a graduate of John Marshall Law School and a member of the Georgia Bar Assn. He is survived by his widow and two young children.

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New? — Yes!
Soaps? — Yes!
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Here is a true synthetic that will blend well in all perfume compositions, wholly soluble and compatible with all perfume materials.
RHODALYL SCUR will impart a full rosy freshness to soap and perfume bouquets and can be used successfully as an extender of natural rose essences.
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Safety Guild Meets Nov. 7-11

THE need for a seal of approval for sanitation supplies and equipment and the proposed conditions under which it would be awarded is among the topics to be discussed at the first convention and trade show of the Industrial Housekeeping Safety Guild, Inc., Philadelphia. The convention will be held at the Ambassador Hotel, Atlantic City, N. J., Nov. 7-11, and is under the management of William F. Plowfield, executive vice-president of the Guild.

Dates of its 1955 and 1956 conventions and trade shows have just been announced by Mr. Plowfield. The second meeting of the Guild will be held April 17-21, at the Morrison Hotel, Chicago, and the 1956 meeting will be held at the same hotel March 12-15.

The annual convention and trade show of the Guild is open to producers and distributors in the sanitary supply field as exhibitors to consumers of all types of sanitary supplies and equipment, according to Mr. Plowfield.

Among the exhibitors who will participate in the 1954 trade show are Huntington Laboratories, Huntington, Ind.; Walter Legge Co., New York; American Dryer Co., Philadelphia; Fuld Brothers, Inc., Baltimore; Baker Roos, Inc., Philadelphia; Superior Rubber Mfg. Co., Chicago; Federal Fiber Co.; William J. McElmoyl Co., Philadelphia; Diamond Chemical and Supply Co., Wilmington, Del.; E. Ojerkis & Sons, Atlantic City, N. J.; and Formula Floor Products, Inc., Newark, N. J.

J. L. Brenn, president of Huntington Laboratories, Huntington, Ind., will address the convention banquet on Wednesday evening, Nov. 10, and will open the meeting with an informal address of welcome at the luncheon on Sunday, Nov. 7.

Other speakers include Don F. Copell, vice-president of Wagner Baking Corp., Newark, N. J., who speaks at the luncheon meeting, Monday, Nov. 8; Alan Rosenstock, Baer Paper Co., Baltimore; Dr. Murray Banks, New York professor of psychiatry, who speaks at the Wednesday, Nov. 10 luncheon. Also, Thomas M. Shea, chief design engineer for Sharp & Dohme, Philadelphia pharmaceutical firm; Dan Granato, service manager for Sharp & Dohme, and chairman of the Pennsylvania section of the Industrial Sanitation Management Association. Abraham Levy, special deputy attorney general for Pennsylvania and president of the Industrial Housekeeping Safety Guild and Dr. Harry Beloff, M.D., Philadelphia, vice-president in charge of research for the Guild, are scheduled to address the sessions.

A symposium discussion of ways and means of establishing an Industrial Housekeeping Guild seal of approval will be a feature of the meeting.

These presentations will be in addition to a three-day work program arranged by Messrs. Shea and Granato for industrial maintenance supervisors and personnel—the end-users, or ultimate consumers, of most products, equipment and services being shown at this year's Guild Show.

In addition to commercial firms who will exhibit, space has been set aside for the U. S. Public Health Service, according to Mr. Plowfield.

J. L. Brenn

W. F. Plowfield

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Oil Chemists Study Syndets

The American Oil Chemists' Society held its Paul Bunyan convention in Minneapolis, October 11 through 13. "Applied Research on the Utilization of Surfactants" was the title of a symposium headed by Anthony M. Schwartz, Harris Research Laboratories, Washington, D. C. The following papers were presented: "The Suppression of Soil Redeposition" by J. Ross, P. T. Vitale, Jr., Colgate-Palmolive Co., Jersey City, N.J., and Dr. Schwartz; "Surfactants in Hard Surface Cleaning" by V. Dvorkovitz, Diversey Corp., Chicago; "Surfactants in Textile Processing" by C. Pacifico, American Alcolac Corp., Baltimore; "Biological Action and Medical Uses of Surfactants" by E. Valko, Onyx Oil and Chemical Co., Jersey City, N. J.; "Surface Active Agents in Agricultural Emulsions" by G. L. Brown and G. C. Riley, Rohm & Haas Co., Philadelphia; "Micelle Formation and Solubilization in Non-aqueous Systems" by C. R. Singleterry, Naval Research Laboratory, Philadelphia; and "The Role of Surfactants in Emulsion Polymerization" by M. Morton, University of Akron.

The drying oil symposium was headed by Marvin Formo of Archer-Daniels-Midland Co., Minneapolis. A. W. Wahlroos, also of

FAMOUS LIGHTHOUSES OF AMERICA

MILE ROCK LIGHT guards the south side of the channel leading through the Golden Gate into San Francisco Bay, one of the world's finest land-locked harbors. The lighthouse, built on top of Mile Rock, is constructed of steel and concrete upon a massive monolithic concrete base 34 feet high. The top of the beacon is 90 feet above mean low water. On the opposite side of the Golden Gate is Point Bonita Light.

Something to steer by for users of electrochemicals are the standards of quality and service set by Niagara Alkali Company. Many leading manufacturers depend, with the confidence of long experience, upon Nialk® Liquid Chlorine, Nialk Caustic Potash, Nialk Carbonate of Potash, Nialk Paradichlorobenzene, Nialk Caustic Soda, Nialk TRICHLORethylene, Niagathal® (Tetrachloro Phthalic Anhydride)

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A.O.M., was in charge of a symposium on pollution and waste disposal in relation to the fat and oil industry, and D. H. Wheeler of General Mills, Inc., South Minneapolis, directed the symposium on new analytical methods for fats and oils. The general sessions included papers on detergents, oil refining, antioxidants, oxidative and heat polymerization, and other related subjects. Inspection trips included among others a tour through the new research laboratory of Minnesota Mining and Manufacturing Co. and the plant of Minnesota Linseed Oil Co.

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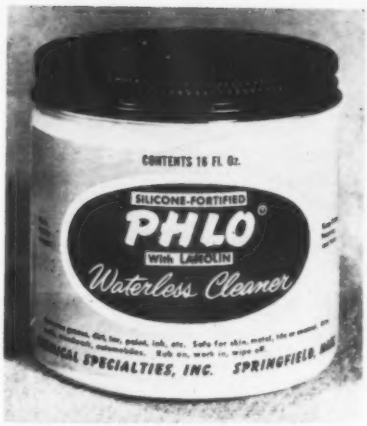
Cos. Chemists Hold Seminar

The Society of Cosmetic Chemists held its first scientific seminar featuring presentations by members of industry as well as of academic institutions on September 23-24 at the New York Academy of Sciences.

"Emulsions in Theory and Practice" was the subject of the first session, which included papers by Harold Greenwald, Rohm & Haas Co., Philadelphia, and Sydney Ross, Rensselaer Polytechnic Institute, Troy, N. Y. W. C. Griffin, Atlas Powder Co., Wilmington, Del., was moderator. Mechanics of emulsion formation, effects of concentration changes of the bulk phase, and kinetics of emulsion creaming were discussed by Dr. Greenwald. Determination of particle size and measurements of the viscosity of an emulsion, application of electrokinetic theories, and knowledge of the modifications introduced by the use of surface-active agents, permit to a degree prediction of the emulsion's behavior and shelf life and prevention of separation and creaming of these products.

Dr. Ross showed how measurement of small electrical charges on the particles can tell what is happening in the structure of an emulsion. Changes in the concentration of the oil and water phases are reflected in the electrical conductivity of an emulsion. Changes in the size of the droplets show in an alteration of the dielectric constant



New "Phlo" waterless hand cleaner made by Chemical Specialties, Inc., Springfield, Mass., for removing industrial soils. The new cleaner contains both lanolin and silicone to provide emollient and protective action. "Phlo" cleaner is a companion product to Chemical Specialties' neutral skin protector, work lotions, waterproof skin protector and "Practi-Kreme" skin protector and cleaner.

of the emulsion. This theory may be used to diagnose changes occurring within an emulsion before they become apparent to the eye.

The next session covered "Animal and Human Testing of Cosmetics." Lloyd Hazelton, Hazelton, Laboratories, Falls Church, Va., and E. F. Traub, M.D., Department of Dermatology, New York Medical College, New York, spoke on the proper evaluation of tests on animals and humans in the field of cosmetics. While animal tests are useful in eliminating toxic and antigenic substances, the "human guinea pig" is indispensible in irritation studies. Skilled supervision and evaluation of such tests is of the utmost importance. E. O. Butcher, chairman, Department of Anatomy, New York University Dental School, New York, acted as moderator at this session. The first day was concluded with a cocktail hour and dinner.

The second day's sessions featured a study of hair structure and permanent waving and a number of plant trips including Shulton, Inc., Clifton, N. J.; Givaudan-Delawanna, Inc., Delawanna, N. J.; Mennen Co., Morristown, N. J.; Avon Products, Suffern, N. Y.; and Helena Rubinstein, Inc., Roslyn, L.I.

Soap Ass'n Names Judges

The awards committee of the Association of American Soap and Glycerine Producers recently announced the three judges named for the 1954 glycerine research awards. They are: H. R. Kraybill, director of the American Meat Institute Foundation, Chicago; J. S. Long, chemical director of Devoe & Raynolds Co., Louisville, Ky.; and E. G. McDonough, vice president, Evans Research & Development Corp., New York.

—★—

P & G Buys Toronto Mill

Procter & Gamble Co., Cincinnati, has completed arrangements for the purchase of the assets and properties of Victory Mills, Ltd., Toronto, through a new Canadian subsidiary company, to be named Victory Soya Mills, Ltd., it was announced last month by Neil H. McElroy, P.&G. president. The newly acquired mill has the capacity to crush 12,000,000 bushels of soybeans annually.

•

Dow Biochemical Labs

Construction of new ultramodern laboratories to house its biochemical research department was begun recently at Midland, Mich., by Dow Chemical Co. The new structure, 208 x 190 feet, provides 40,000 square feet of laboratory space for the five sections of the department, which includes toxicology, industrial hygiene, microbiology, basic biochemical and wood laboratories. Completion is expected within a year.

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Group Fights Littering

Joseph H. McConnell, president of Colgate-Palmolive Co., Jersey City, N. J.; Harvey C. Knowles, vice-president of Procter & Gamble Co., Cincinnati and Smith L. Rairdon, vice-president of Owens-Illinois Glass Co., Toledo, are among those serving on the newly formed organization to fight littering, "Keep America Beautiful." Chairman of the board of Keep America Beautiful, Inc., is William C. Stolk, president of American Can Co., New York.

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Sixty pounds of DRYMET—*anhydrous* sodium metasilicate—will do the same amount of work as one hundred pounds of pentahydrate sodium metasilicate! You get approximately two thirds more chemical value in DRYMET, yet the price is less than one fourth higher at the producing factory!

DRYMET contains no water of crystalization. DRYMET is more economical to use on the basis of Na_2O (alkalinity) and SiO_2 (silicate) than *any other* type of anhydrous or hydrated detergent silicate.

Send for DRYMET File Folder containing complete technical information.

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If you are compounding with detergent silicates, investigate DRYMET for higher concentrations and longer mileage in such products as:

1. **Floor Cleaners**
2. **Laundry Products**
3. **Metal Cleaners**
4. **Dairy Cleaners**
5. **Dishwashing Compounds**
6. **General Purpose Cleaners**
7. **Soap Builders**
8. **Paint Cleaners**
9. **Paper De-inking Compounds**

If you are using detergent silicates directly in your operations, investigate DRYMET for:

1. **Reductions in product costs**
2. **Reductions in freight costs**
3. **Reductions in storage costs**
4. **Reductions in handling costs**
5. **Reductions in labor costs**

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Cowles CHEMICAL COMPANY

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OAKITE LABS

(*From Page* 43)

effect different cleaners have on them. Among the many precision instruments used in the new laboratory are a Tergitometer, which is used to test the cloth washing effectiveness of a single product 10,000 times; reflectometers, an ion exchange separator, polarizing and ultra-microscopes, and numerous fine balance instruments.

The conversion coating laboratory contains a wide assortment of testing equipment used to determine the effectiveness of zinc and iron phosphate coatings. Impact and scratch testers, conical mandrels, and salt spray chambers are used in testing sample coatings on steel panels.

In the analytical laboratory, tests and experiments are daily conducted on water samples, soils, raw and fine chemicals, and the many other elements which affect cleaning. Results of these tests help each of the other ten laboratories solve problems which arise in specific projects.

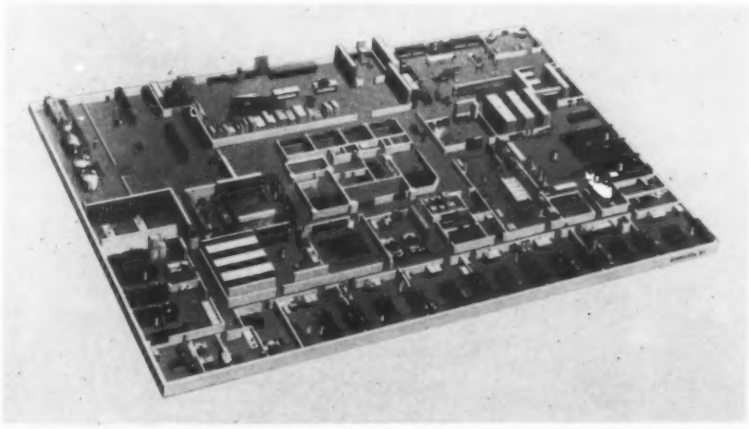
The chemical research laboratories are completely equipped with a 2500-volume library, fine and raw chemical storage rooms where more than 2000 chemical products await test and study, and administrative offices.

The customer service laboratory handles an average of 1500 requests a year for technical advice and study. This laboratory features a wide assortment of equipment used to simulate a customer's actual production methods. Two-, four-, and five-stage automatic washing machines, a complete electroplating line, various burnishing and barrel finishing equipment, salt spray chambers — even a humidifying cabinet that duplicates any humidity from desert to coastal — are used daily in determining the answers to cleaning problems.

In the area ear-marked as a future pilot plant, a display was set up to show the 30 different pieces of cleaning equipment designed and manufactured by the engineering laboratory. The equipment was created for the purpose of mechanizing many tedious and costly cleaning operations — a mechanization, the company pointed out, that has brought industry considerable economies in both man-power and material. Equipment displayed, which ranged in size from a five-ounce acid-pouring spout to a 328 pound interior tank cleaning unit, included solution spraying units, steam detergent guns, solution control and temperature metering devices, and proportioning equipment.

An official spokesman stated that the new laboratories, while equipped to handle any problem industry might presently have, would eventually go on to even greater internal expansion to match the increasing complexities that crop up in industrial cleaning. He stated further that industrial cleaning is a rapidly expanding industry, and that research and product development are its very life blood.

Cutaway view of Oakite's new laboratory facilities in New York City. Individual laboratories, devoted to bacteriological, analytical, organic, inorganic and special industry research run from center left across the bottom of the dawing. The future pilot plant,—where small quantities of materials will be manufactured for field testing, — and the exhibit and engineering departments are at the top, and the customer service laboratory at center right. Wet-testing rooms, storage areas, conference rooms and offices are grouped in the center of the area. The drawing is by Pat Brannigan of Oakite's art department.



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New C-P Brand Men

The appointment of two new merchandising brand managers in the soap division of Colgate-Palmolive Co., Jersey City, N. J., were announced recently.

John J. O'Connell, formerly administrative assistant, has been named to handle "Florient" aerosol room deodorant and "Octagon" and "Crystal White" soap products. Frank E. Bennett has been transferred from market research to handling of "Super Suds."

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Hutchinson to Mt. Vernon

Wallace Hutchinson, president of D. W. Hutchinson Co., dealers in and manufacturers of essential oils, aromatic chemicals and related products since 1896, announced recently that the firm had moved from 162 Front St., New York City, to new and larger quarters at 700 South Columbus Ave., Mount Vernon, N. Y.

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Durrer Returns to U. S.

E. R. Durrer, president of Givaudan Corp., New York, and its associate companies, Givaudan-Delawanna, Inc., Sinder Corp., and Givaudan Flavors, Inc., returned to the U. S. recently from a three-months trip to Europe. While abroad he visited the Givaudan factories in Switzerland and France.

Upon his return to the United States Mr. Durrer reports that business conditions in Switzerland, as well as in other European countries he visited, are continuing to be excellent.

Improving metal-cleaning formulations with the Pluronics

Here are Wyandotte Pluronics — a new series of surfactants so different that unless you evaluate them thoroughly, you may not visualize their full potential. For Pluronics are the only surfactants that provide an over-all balance of these desirable properties:

1. **Stability**
2. **Controlled sudsing**
3. **A range of surface-active properties**
4. **Low hygroscopicity**
5. **Dedusting properties**
6. **Free rinsing**

WHY ARE THE PLURONICS ESPECIALLY VALUABLE IN METAL-CLEANING FORMULATIONS?

The Pluronics are a unique new series of 100%-active nonionic surfactants that offer exceptional flexibility. With the Pluronics, you can prepare a product to meet any molecular weight or hydrophilic-hydrophobic balance. In addition, the Pluronics are relatively nontoxic, odorless and tasteless; they are noncorrosive to metals, have high soil-suspending properties, and are not affected by current during electrolysis. Pluronics L44, L61, L62, L64 (liquids); P75 (paste); and F68 (flake, powder or solid-cast) have become standard grades.

WHAT ABOUT THE PLURONICS' STABILITY?

The Pluronics are stable and effective over the entire range of pH. They are stable in both acid and alkaline solutions, even at elevated temperatures; they are stable to precipitation by most metal ions. Detergency performance remains relatively uniform regardless of water hardness.

WHAT ABOUT CONTROLLED SUDS?

The suds range is wide — from no foam to moderate foam. A Pluronic or combination of the Pluronics will give the exact suds level you want. Pluronic L61 and L62 generate less suds than any other commercially available surfactant. Pluronic L61 can be used effectively to depress the foam of any of the other Pluronics.

HOW WIDE A RANGE OF SURFACE-ACTIVE PROPERTIES DO THE PLURONICS OFFER?

The Pluronic series offers exceptionally effective wetting agents in Pluronics L61 and L62; a superior dispersing agent in Pluronic F68; and for a balance of wetting, dispersing and emulsifying properties, there's Pluronic L64.

LOW HYGROSCOPICITY?

Pluronics do not absorb moisture. In fact, they decrease the hygroscopicity of formulations in which they are used.

*Report on Wyandotte Pluronics**

...others are, you can, too!

WHAT ABOUT THE PLURONICS' DEDUSTING EFFECT?

Even in relatively small amounts, the Pluronics effectively dedust powdered formulations — not only during compounding, but in the finished products as well. The Pluronics have no tendency to migrate into the crystalline structure of the other constituents; thus, the dedusting effect is permanent.

WHAT ABOUT FREE RINSING?

All the Pluronics substantially improve the rinsability of hard surfaces. They eliminate streaking and spotting, make cold-water rinsing practical.

ARE THE PLURONICS EASY TO FORMULATE?

Yes, you can choose from liquid, flake, paste, powder or solid-cast. The liquid Pluronics can be spray-blended by special spray systems, an ordinary sprinkling can, or nail-punctured drums suspended above mixing apparatus. Pluronic F68 blends easily with common builders; permits you to compound a quality product using only solid materials.

WHAT ARE SOME OF THE PLURONICS' OTHER APPLICATIONS?

Pluronics are commercially used in water conditioning, boiler-water compounds, mechanical-dishwashing compounds, home and laundry detergents, as well as in metal-cleaning compounds.

WHAT HAVE I TO GAIN FROM INVESTIGATING PLURONICS?

The unique properties of the Pluronics make it easy to formulate products with optimum characteristics . . . products that are completely dust-free, non-caking, and exceptionally free-flowing . . . products with distinct advantages over competition. But only a thorough evaluation can give you the full scope of the Pluronics' benefits. For proper samples of the Pluronics, a data sheet summarizing their physical and surface-active properties, and other technical and price information — call your Wyandotte representative or mail coupon today! *Wyandotte Chemicals Corporation, Wyandotte, Mich. Offices in principal cities.*

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CHLORINE • CALCIUM CARBONATE • CALCIUM CHLORIDE
CHLORINATED SOLVENTS • SYNTHETIC DETERGENTS
GLYCOLS • AGRICULTURAL INSECTICIDES • OTHER ORGANIC AND INORGANIC CHEMICALS

Wyandotte Chemicals Corporation
Department SCS-10, Wyandotte, Michigan

Please send:

- ☐ Data on the use of Pluronics in metal-cleaning formulations
- ☐ Samples of Pluronic L61, L62, L64, F68
- ☐ Data on Pluronics for _____ application
- ☐ Have a representative call

Name _____

Firm _____ Title _____

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RESEDALIA

AN ACETAL

PHYSICAL APPEARANCE:	Colorless liquid; APHA 10 Max.
ODOR TYPE:	Floral; resembles Reseda Mignonette.
SOLUBILITY:	10 parts soluble in 100 parts 70% Ethyl Alcohol.
STABILITY:	Very stable in neutral and alkaline media.
REFRACTIVE INDEX:	1.4972 (R.I. n $\frac{20}{D}$)
SPECIFIC GRAVITY:	$\frac{20}{20}$: 1.0020
SUGGESTED USES:	1% to 5% in formulation of floral odors for perfumes, creams, powders and soaps. As addition, ¼% to 1%, to existing compounds to round off and improve odor character.
QUALITY:	Held to rigid specifications by our control laboratories; carefully analyzed by the most modern methods, including infra-red absorption.

Note these additional VERONA specialties:

BERGAMOT SYNTHETIC P-1104 • CYCLAMAL

VERONOL • FLOWER OIL WHITE LILAC

Sole representatives in the United States for: J. & E. SOZIO, GRASSE, FRANCE

RESINOIDES • NATURAL ABSOLUTES • ESSENTIAL OILS

PRODUCTS BUILD SALES FOR *Your* PRODUCTS

Aromatics Division

VERONA CHEMICAL COMPANY

Plant and Main Office: 26 Verona Avenue, Newark, N. J.

1210 Rosedale Avenue, Chicago, Ill.

PAINT, WALL, METAL and SURFACE CLEANERS

TEOX 120 substantially enhances the effectiveness of these cleaners.

DETERGENT COMPOUNDS FOR HOME and COMMERCIAL LAUNDRY APPLICATIONS

TEOX 120, blended with phosphates and other materials (REQUEST DATA SHEET) produces controlled sudsing detergents of high efficiency . . . in hard or soft water.

suggested uses for

Teox 120

BLOCKSON'S NONIONIC SURFACTANT

A neutral liquid 100% active water-and-oil soluble emulsifier, penetrant and wetting agent that promotes detergency.

TEXTILE CLEANING and DYE LEVELING

TEOX120 is an excellent scouring and wetting agent for textile fabrics and yarns.

DE-DUSTING

TEOX 120, in small concentrations, minimizes dusts in detergent mixes and improves cleaning properties.

EMULSIFYING AGENT AND DISPERSANT

TEOX 120, as an emulsifier in insecticidal preparations, also enhances adhesion and wetting properties.

MAIL THIS COUPON WITH YOUR BUSINESS LETTERHEAD
BLOCKSON CHEMICAL COMPANY · JOLIET, ILL.

☐ Send data sheet on TEOX 120 ☐ Include testing sample
☐ Send bulletin on detergent compounds incorporating TEOX 120.

Name_____ Title_____

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BLOCKSON

BLOCKSON CHEMICAL COMPANY
JOLIET, ILLINOIS

Whatever type you make . . .

there's a Du Pont detergent *specially designed* for your shampoo

For clear liquid shampoos . . .

Duponol® **EP** is specially designed for greater efficiency, lower cloud point, and color-stable to heat, light, and aging . . . to give you easier and more economical formulation of your clear liquid shampoos.

For liquid cream shampoos . . .

Duponol® **WAQ** is specially designed for easily controlled cleansing power, excellent foaming, and color-stable to heat, light, and aging . . . to give you balanced performance in your liquid cream shampoos.

For solid cream shampoos . . .

Duponol® **WA** Paste is specially designed for thorough cleansing power; excellent foaming; and color-stable to heat, light, and aging . . . to give you easier, more economical formulation of your solid cream shampoos.

Du Pont can help you solve your shampoo formulation problems. In fact, Du Pont's research staff probably has your answer already. For prompt assistance and information—including dozens of tested and proven formulas—write to E. I. du Pont de Nemours & Co. (Inc.), Dyes and Chemicals Division, Wilmington 98, Delaware.

*Trade-Mark for Du Pont's Surface Active Agents

DU PONT *Duponol*® REG. U. S. PAT. OFF.
DETERGENT

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

Look to
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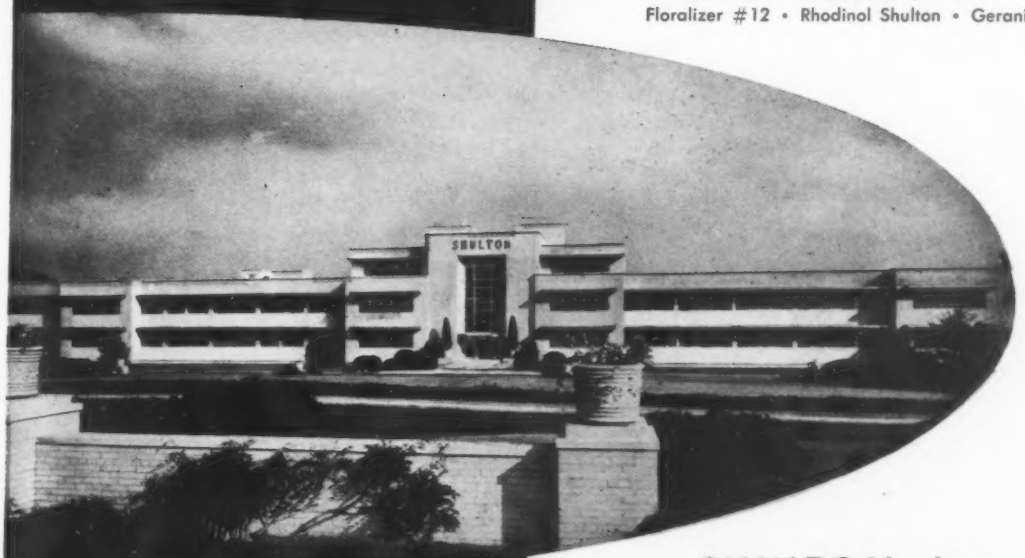
for new
chemical
achievements

Lignyl Acetate **sets a new quality and economy standard for Linalyl Acetate notes**

- Available at less than half the cost of Linalyl Acetate.
- Made from domestic raw materials. Constant in price, quality and availability.
- Lignyl Acetate has a fresh, clean note, is compatible with perfume materials, resistant to alkalis, stable in soap.
- Use Lignyl Acetate to extend or replace Linalyl Acetate ex Rosewood in natural or synthetic Lavender, Bergamot, Petitgrain and similar odor complexes.

Lignyl Acetate is another successful product resulting from our extensive chemical research program. Among others now available are:

Vanitrope® brand of propenyl guaethol
Floralizer #12 • Rhodinol Shulton • Geranic Ether



Samples and prices available on request

SHULTON, Inc.
FINE CHEMICALS DIVISION

Plant:
Route 46, Clifton, N. J.

Sales Office:
630 Fifth Avenue, New York 20, N. Y.

The ULTRAWETS wet, penetrate, clean, emulsify

Inside, outside, all around the building...

here's the handyman to know

It's like having extra help on the cleaning force to put the Ultrawets to work on factory and institutional clean-up jobs.

Ultrawet 60L is a superior alkyl aryl sulfonate that works in hot or cold water, hard or soft water. It increases the efficiency of scouring powders, washing powders, cleaning compounds and sanitizers . . . emulsifies grease, speeds soil removal, keeps solids in uniform suspension, rinses readily and leaves no soap scum.

Leading compounders find Ultrawet 60L affords greater flexibility for all-purpose cleaners. In scrub soap formulations it allows the use of a higher phosphate content with resulting clear solutions and provides controlled pH on alkalinity.

The Ultrawet product advantages add up to sales advantages for you. They are available in flake and bead of varying densities and in liquid. For extra economy, deliveries can be made in bulk shipments. Write for complete information, or send the coupon below.

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Dept. E-10, Chemical Products Sales
260 South Broad Street, Philadelphia 1, Pa.
Please send me information on the use of Ultrawets in institutional cleaners.

Name_____
Position_____
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PETROLEUM
CHEMICALS

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In the West: L. H. Butcher Co.

In Canada: Naugatuck Chemicals Division of Dominion Rubber Company, Ltd.

In Europe: Atlantic Chemicals SAB, Antwerp, Belgium

Bids and AWARDS

Low P & G Soap Bids

Procter & Gamble Distributing Co., Cincinnati, submitted the low bids on soap in two recent openings for miscellaneous supplies by the Quartermaster, Schenectady, N. Y., and Federal Supply Service, Kansas City, Mo. P & G bids were 3.95 cents, per cake, fob Cincinnati, and 5.23 cents, 16-ounce cake, respectively.

— ★ —

Dishwash Comp. Awards

In a recent opening for 433,000 pounds of hard water dishwashing compounds by the Quartermaster Purchasing Agency, Philadelphia, the awards went to the following: Clarkson Labs., Philadelphia, 45,000 lbs., 6.59 cents; Turco Products, Inc., Los Angeles, 187,000 lbs., 8.05-8.12 cents; Mal Mfg. Co., Akron, O., 201,000 lbs., 6.49-6.56 cents.

— ★ —

Insecticide Award

Bostwick Laboratories, Inc., Bridgeport, Conn., won the award on insecticides with the low bid of $533 in a recent opening for miscellaneous supplies by the Federal Supply Service, Kansas City, Mo.

— ★ —

Clarkson Labs. Award

In a recent opening for soap powder by the Federal Supply Service, Kansas City, Mo., the award on items 1 & 2 was won by Clarkson Laboratories, Philadelphia, with a low bid of $1.0110.

— ★ —

Day & Frick Soap Award

In a recent opening for grit soap by the Federal Supply Service, Kansas City, Mo., the award was won by Day & Frick, Philadelphia, with a low bid of 7.63 cents.

— ★ —

Low Soap Bids

Iowa Soap Co., Burlington, Iowa, and J. Eavenson & Co., Inc., Camden, N. J., were the low bidders on soap in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C. Iowa's bids were 8.8 cents on item 1, and 10.25 cents on item 2, and Eavenson bid 9.55 cents on item 3.

— ★ —

P & G Soap Award

In a recent opening for 17,440 pounds of laundry soap by the Quartermaster, Ft. Benning, Ga., Procter & Gamble Co., Cincinnati, won the award with a low bid of 8.84 cents.

— ★ —

Murro, Gillam Awards

In a recent opening for soap by the Federal Supply Service, Dallas, Tex., Murro Chemical Co., Portsmouth, Va., won the award on item one, 7,200 cans with a low bid of 13.4 cents and Gillam Soap & Chemical Co., Fort Worth, Tex., on item two 48,000 pounds with a low bid of 5.6 cents.

— ★ —

Kamen Soap Award

Kamen Soap Products Co., Barberton, O., won the award on soap with a low bid of 5.9 cents, 16 ounce cake, in a recent opening for miscellaneous supplies by the Federal Supply Service, Kansas City, Mo.

— ★ —

FSS Soap Awards

In a recent opening for soap by the Federal Supply Service, Boston, awards were won by four companies with the following low bids. Bostwick Laboratories, Bridgeport, Conn., item 1, 53.3 cents; Pal Products Mfg. Corp., Brooklyn, N. Y., item 2, 5.7 cents, item 3, six cents; Acme Soap Co., Cambridge, Mass., item 4, $9.10, item 6, $4.75; Swift & Co., Chicago, item 5, 12.99 cents.

— ★ —

Low Harley Soap Bids

In a recent opening for miscellaneous supplies by the General Stores Supply Office, Philadelphia, Harley Soap Co., Philadelphia, submitted the following low bids on carbon removing compound. Item a, $1.13, item b, $1.12, items c & d, $1.11, item e, $1.075, item f, $1.32, item g, $1.29, all or none.

— ★ —

Insecticide Award

In a recent opening for 15,408 cans of insecticide by the Federal Supply Service, Dallas, the award was won by National Disinfecting Co., Dallas, with a low bid of 52.9 cents.

— ★ —

Federal, Iowa Low Bids

Federal Chemical Co., Chicago, and Iowa Soap Co., Burlington, were the low bidders on soap in a recent opening for miscellaneous supplies by the Federal Supply Service, Dallas. Federal bid 8.4 cents on item 1, and Iowa bid 9.15 cents per pound, 100 pound packed, on item 2.

— ★ —

Judson-Dunaway Award

Judson-Dunaway Corp., Dover, N. H., won the award on toilet bowl cleaner with the low bid of 12.3 cents in a recent opening for miscellaneous supplies by the General Supply Service, Kansas City, Mo.

— ★ —

Low Soap Bid

J. Eavenson & Son, Inc., Camden, N. J., submitted the low bid of 9.74 cents on soap in a recent opening for miscellaneous supplies by the Federal Supply Service, New York.

— ★ —

Low Insecticides Bid

Defiance Corp., Detroit, submitted the low bid of 45 cents on low pressure aerosol insecticides in a recent opening for miscellaneous supplies by Federal Supply Service, Washington, D. C.

— ★ —

Low Mal Mfg. Co. Bids

In two recent openings for miscellaneous supplies by the Federal Supply Service, Cleveland, Ohio, and Kansas City, Mo., Mal Mfg. Co., Akron, submitted the following low bids. Liquid toilet soap, 48 cents; machine dishwashing compound, item 1, 7.57 cents, item 2, 6.37 cents.

...FOR CONSISTENT HIGH QUALITY...LOW COST IN

soaps AND shampoos

check Emery's complete line of Fatty Acids!

If you now use fatty acids... it's to your advantage to buy *all* your fatty acids from one dependable source. Emery's strict quality control assures you of *consistent plant performance* and a better finished product...always!

If you now use some Emery Fatty Acids... you can save money by buying *all* your fatty acid requirements from Emery in mixed car or truckloads of animal, vegetable, oleic or stearic acids.

If you now use whole oils... Emery Fatty Acids offer you these six important advantages: (1) greater uniformity, (2) instant saponification, (3) wide choice of alkalis, (4) greater formulation flexibility, (5) wider selection of finished product characteristics, and (6) lighter colored products.

If you now use Olive Foots... Emersol Vegetable Elaines are (1) lighter colored, (2) more uniform, (3) usually lower priced, (4) higher quality, and (5) made from a domestic all-vegetable source.

Look into Emery's complete line of *two* animal fatty acids, *eleven* vegetable fatty acids, *seven* oleic acids, and *two* vegetable oleic acids. Write Dept. S-10 today for samples and specifications of the Emery products that fit into *your* operations.

Emery

Fatty Acids & Derivatives
Plastolein Plasticizers
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New York • Philadelphia • Lowell, Mass. • Chicago • San Francisco
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Export: 5035 RCA Bldg., New York 20, New York

NEW Trade Marks

THE following trade marks were published in recent issues of the *Official Gazette* of the U. S. Patent Office in compliance with section 12(a) of the Trade Mark Act of 1946. Notice of opposition under section 13 may be filed within 30 days of publication in the *Gazette*. See rules 20.1 to 20.5. As provided by section 31 of the Act, a fee of $25 must accompany notice of opposition.

FALCON—This for non-buffing, self-polishing wax, and liquid solvent floor wax. Filed Nov. 9, 1953 by Eagle Soap Corp., Huntington, Ind. Claims use since Dec. 1, 1929.

Olde Tyme—This for liquid polish and liquid spot remover unit for furniture. Filed Nov. 12, 1953 by Olde Tyme Products, Santa Monica, Calif. Claims use since Oct. 27, 1953.

SPEED-GLOS—This for silver polish. Filed Feb. 26, 1954 by Franklin Research Co., Philadelphia. Claims use since May 1, 1953.

H-VM-M—This for buffing and polishing compositions. Filed July 7, 1953 by Hanson-Van Winkle-Munning Co., Matawan, N. J. Claims use since in or about 1940.

ORTHO-SAN—This for sanitizers and deodorants for household, industrial and agricultural use. Filed Nov. 18, 1953 by California Spray-Chemical Corp., Wilmington, Del. Claims use since April 18, 1952.

TANALON—This for wetting and dispersing agents. Filed Jan. 4, 1954 by Tanatex Chemical Corp., Jersey City, N. J. Claims use since June 23, 1953.

ANTIMITE—This for composition for prevention of termite or insect attack on wood. Filed Oct. 12, 1953 by Antimite Co., St. Louis. Claims use since Sept. 15, 1930.

SANOX—This for U.S.P. modified Dakin solution used as germicide and disinfectant. Filed Jan. 21, 1953 by Claude R. Cooper, doing business as Sanox Co., Toledo, O. Claims use since Aug. 14, 1935.

STONEY—This for livestock shampoos, Filed Jan. 8, 1953 by Stoney, Inc., Denver. Claims use since on or about March 1, 1945.

tune—This for bar soap and a liquid detergent. Filed March 9, 1953 by Andrew Jergens Co., Cincinnati. Claims use since Feb. 12, 1953.

EVER-KLEER—This for liquid cleansing preparation for keeping television tubes clean. Filed April 13, 1953 by Chemical Electronic Engineering, Inc., Matawan, N. J. Claims use since Oct. 1, 1952.

FLEAgon—This for dog soap having insecticidal properties. Filed April 20, 1953 by Deltex Industries, Inc., New York. Claims use since Dec. 17, 1952.

BALMASEPTIC—This for antiseptic soap. Filed May 13, 1953 by C. B. Dolge Co., Westport, Conn. Claims use since Feb. 1950.

Old Colony—This for chemical cleaner composition for general use. Filed May 27, 1953 by Old Colony Textiles, Inc., Wilmette, Ill. Claims use since on or about Oct. 10, 1947.

PENA SOLV—This for liquid penetrating solvent having surface-active and detergent properties for use in steam cleaning equipment. Filed Sept. 21, 1953 by Allied Home Products Corp., Beloit, Wis. Claims use since Aug. 21, 1953.

Trend 40—This for spray dried industrial detergent. Filed Nov. 2, 1953 by Purex Corp., Ltd., South Gate, Calif. Claims use since July 1950.

Schuco—This for hand cleaner. Filed March 11, 1954 by Schulte Paint & Lacquer Mfg. Co., St. Louis. Claims use since Sept. 1950.

LUSTRAL—This for bottle and dish washing compounds. Filed March 16, 1954 by Diversey Corp., Chicago. Claims use since March 1925.

PERO-NITE—This for chemical composition for removing soot and scale from the fireside of fuel burning systems. Filed Jan. 8, 1954 by Perolin Co., New York. Claims use since Nov. 1, 1932.

Dis-A-Peer—This for combination cleaning and polishing paste. Filed July 9, 1953 by Jay H. Isaacs, Fairfield, Calif. Claims use on or about Jan. 15, 1953.

Cadco—This for plastic polish. Filed Aug. 18, 1953 by Cadillac Plastic Co., Highland Park, Mich. Claims use since Aug. 12, 1950.

Kurly Kate—This for rust proof metal pot cleaner. Filed Jan. 18, 1954 by Kurly Kate Corp., Chicago. Claims use since May 8, 1937.

55-AR-OIL—This for herbicides. Filed July 23, 1953 by Standard Oil Company of California, Wilmington, Del. Claims use since Feb. 18, 1952.

Endurance—This for hydraulic fluid. Filed Dec. 1, 1953 by Western Tire Auto Stores, Inc., Chicago. Claims use since May 15, 1932.

HouSweet—This for air deodorant. Filed Dec. 10, 1953 by Jules Saman, doing business as Car-Freshener Co., Watertown, N. Y. Claims use since Feb. 6, 1953.

PIONEER—This for hydraulic brake fluid. Filed Feb. 4, 1954 by Pioneer Chemical Co., Dallas. Claims use since Dec. 15, 1953.

DETOUR—This for dog, cat and insect repellent and deodorant. Filed March 9, 1954 by House of Huston, Inc., Coral Gables, Fla. Claims use since April 2, 1953.

NINEX—This for water-soluble organic sulfonate surfactants. Filed March 11, 1954 by Ninol Laboratories, Inc., Chicago. Claims use since on or about Feb. 1, 1952.

NINATE—This for oil-soluble organic sulfonate surfactants. Filed March 11, 1954 by Ninol Laboratories, Inc., Chicago. Claims use since on or about Oct. 2, 1953.

ZINKROMEX—This for rust preventive. Filed May 3, 1954 by Claronex Products, Inc., Brooklyn, N. Y. Claims use since Jan. 4, 1952.

D'WIGOS—This for liquid dentifrice. Filed Dec. 31, 1953 by Albert I. Wigler, Newark, N. J. Claims use since Nov. 11, 1935.

Metaseal—This for non-ionic detergent. Filed May 4, 1953 by American Metaseal Mfg. Corp., West New York, N. J. Claims use since Aug. 21, 1951.

N D P-30—This for alkaline cleaner for dairy equipment and general household use. Filed July 8, 1953 by National Dairy Research Laboratories, Inc., Islip, N. Y. Claims use since Nov. 2, 1952.

ONCEOVER—This for liquid floor, wall and furniture cleaner. Filed July 24, 1953 by Gerson-Stewart Corp., Cleveland. Claims use since May 1921.

OVEN-AID — This for oven enamel and metal cleaner. Filed Oct. 6, 1953 by Cartlan, Inc., West Orange, N. J. Claims use since Sept. 18, 1953.

ULTRA SUDS—This for household detergents. Filed Nov. 5, 1953 by Ultra Chemical Works, Inc., Paterson, N. J. Claims use since Nov. 9, 1948.

Liril—This for soap. Filed Nov. 12, 1953 by Lever Brothers Co., New York. Claims use since Oct. 22, 1953.

SILKO—This for face soap, shampoo and synthetic detergent. Filed Nov. 13, 1953 by James Alfred Martin, doing business as Silko New Improved Products Co., Washington, D. C. Claims use since May 1, 1916.

AWARD—This for animal shampoo. Filed Nov. 16, 1953 by Colgate-Palmolive Co., Jersey City, N. J. Claims use since March 31, 1953.

SPRINT—This for automobile washing preparation. Filed Dec. 2, 1953 by Simoniz Co., Chicago. Claims use since Oct. 7, 1953.

Aloma—This for shampoo. Filed Dec. 9, 1953 by J. Strickland & Co., Memphis. Claims use since Nov. 25, 1953.

Dari-Brite—This for metal sponges or pads for cleaning, scouring and polishing dairy equipment. Filed May 21, 1953 by Dairy Suppliers' Foundation, Inc., Philadelphia. Claims use since on or about Jan. 1, 1953.

NINOX—This for surfactants. Filed March 11, 1954 by Ninol Laboratories, Inc., Chicago. Claims use since on or about Jan. 28, 1954.

YAR—This for scouring cream in paste form. Filed Nov. 16, 1953 by Colgate-Palmolive Co., Jersey City, N. J. Claims use since March 31, 1953.

ENCORE—This for liquid floor wax. Filed March 24, 1954 by Industrial Soap Co., St. Louis. Claims use since Feb. 4, 1954.

SIMOLITE—This for polish ingredient. Filed Dec. 2, 1953 by Simoniz Co., Chicago. Claims use since Oct. 8, 1953.

XZENE—This for room deodorant ingredient. Filed Jan. 25, 1952 by Reefer-Galler, Inc., New York. Claims use since Nov. 16, 1951.

NO-ROACH—This for insecticides. Filed Feb. 8, 1954 by Gaston Johnston Corp., Long Island City, N. Y. Claims use since Jan. 1, 1946.

Sta-Sol—This for lecithin concentrate for industrial surface active agent and emulsifier. Filed March 18, 1954 by A. E. Staley Mfg. Co., Decatur, Ill. Claims use since on or about March 27, 1947.

5 MINUTE—This for insecticide. Filed May 6, 1954 by House of

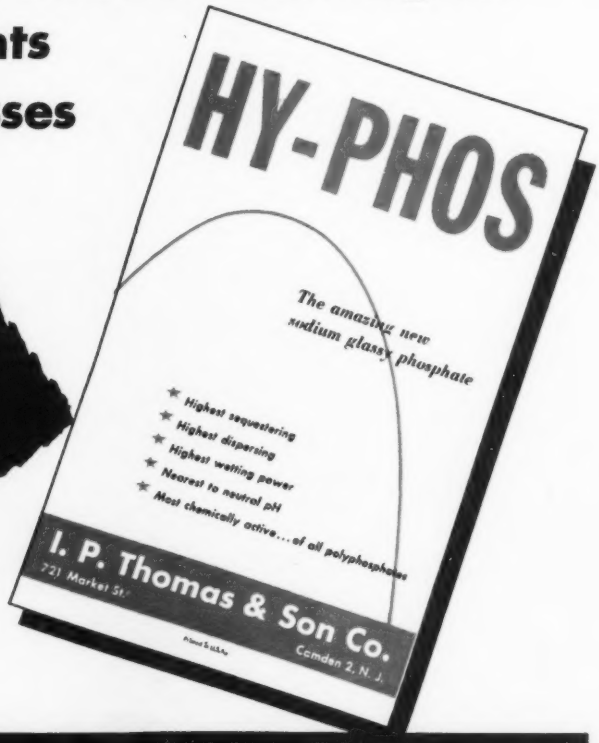
(*Turn to Page* 114)

Whatever you make to be used in water

HY-PHOS* makes it work better

HY-PHOS* is the most efficient agent for water treatments in industrial processes

Write for sample and formula book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The amazing new sodium glassy phosphate
★ Highest sequestering
★ Highest dispersing
★ Highest wetting power
★ Nearest to neutral pH
★ Most chemically active... of all polyphosphates
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aromatic chemical
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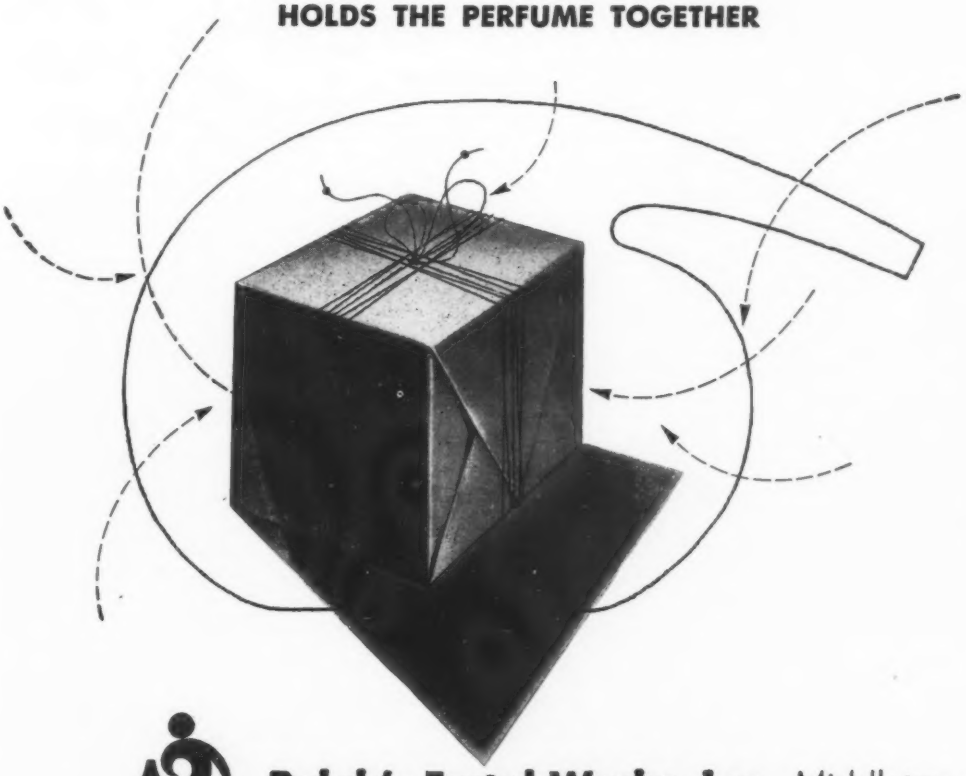
lasting, economical

Useful addition to present standard fixatives

Does not discolor perfumes, creams, soaps, and other cosmetic preparations

Like a string around a package, it...

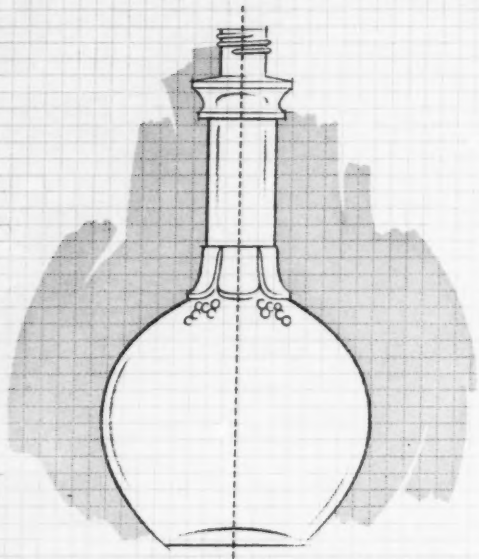
HOLDS THE PERFUME TOGETHER



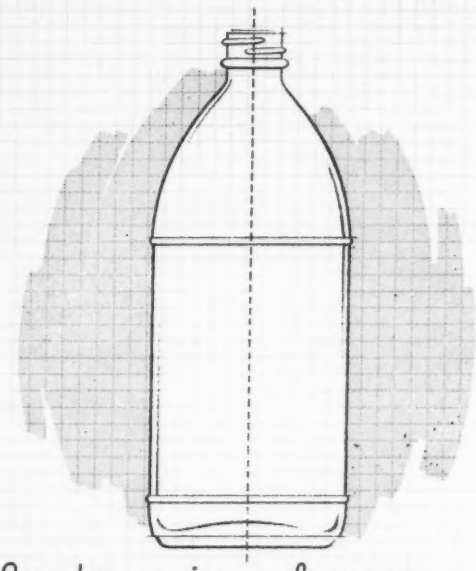
Polak's Frutal Works, Inc., Middletown, New York

*Domestic and Foreign Patents applied for.

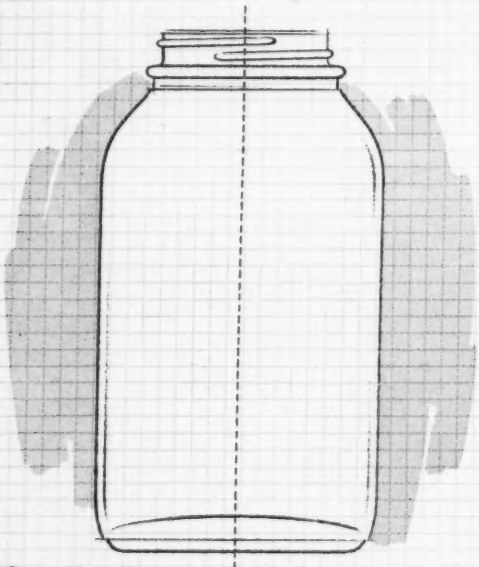
Who makes a package a SALESpackage?



A package designer who creates beauty to capture shopper's attention?



A package engineer whose concern is protection for the product inside?



A package merchandising expert who finds out what conveniences consumers want?

All three— design, engineering and marketing— may be necessary to solve your problems

Beauty of design will not be enough if you fail to meet requirements of high-speed filling lines. Product protection to the retail shelf may fall short of protection during actual use. The Owens-Illinois method of systematic investigation of packaging problems by engineers, designers and marketing experts is the big reason why successful packages so consistently come from Owens-Illinois.

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AN (I) PRODUCT

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To improve your shampoos and rinses

TRITON AS-30 or AS-35 ... for shampoos

. . . are good starting points for making better shampoos. Reason: They are sodium lauryl sulfate compounds with excellent foaming quality. With TRITON AS-30 or AS-35 you can formulate clear liquid, lotion cream, or paste products by varying the active ingredients. TRITON AS-30 and AS-35 are manufactured from our own fatty alcohols—your assurance of uniformity from raw material to finished products.

COMPLETE FORMULATING INFORMATION WILL BE SENT UPON YOUR REQUEST.

TRITON is a trademark, Reg. U.S. Pat. Off. and in principal foreign countries.

TRITON X-400 ... for creme rinses

If your current research is pointed toward creme hair rinses, then we suggest TRITON X-400 for further study. It is a heavy paste based upon a cationic quaternary ammonium compound and a higher alcohol.

Use TRITON X-400 to gain these results—softer, more lustrous, manageable hair. We think you'll find we've succeeded in giving you a hair rinse ingredient that is easy to formulate and kind to your customers' hair.

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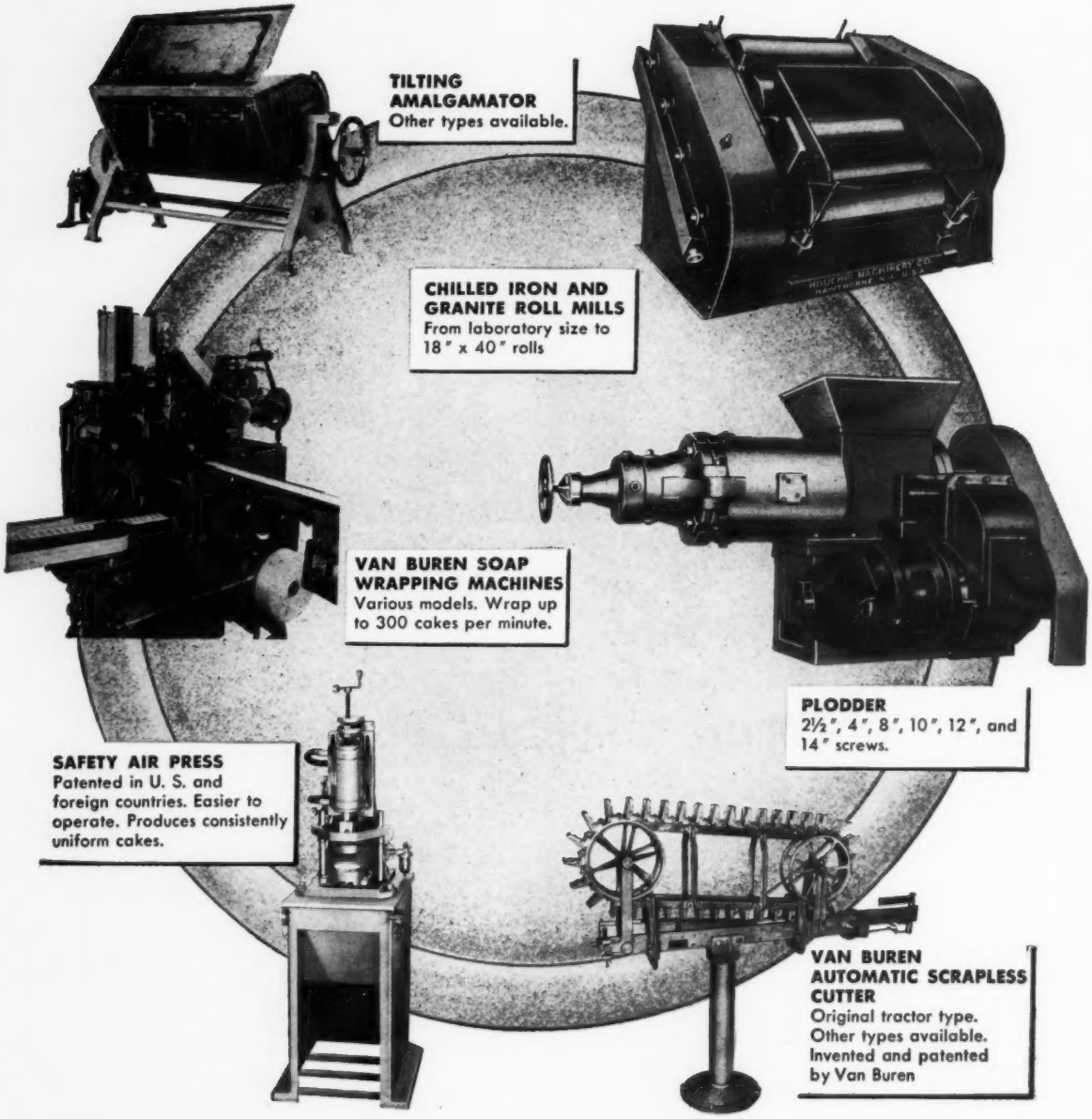

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Other types available.

CHILLED IRON AND GRANITE ROLL MILLS
From laboratory size to 18" x 40" rolls

VAN BUREN SOAP WRAPPING MACHINES
Various models. Wrap up to 300 cakes per minute.

PLODDER
2½", 4", 8", 10", 12", and 14" screws.

SAFETY AIR PRESS
Patented in U. S. and foreign countries. Easier to operate. Produces consistently uniform cakes.

VAN BUREN AUTOMATIC SCRAPLESS CUTTER
Original tractor type. Other types available. Invented and patented by Van Buren

Houchin soap making machines include every machine required for modern soap manufacture. Available individually or in complete production ranges.

HOUCHIN MACHINERY CO., INC.

Sixth & Van Winkle Avenues **Hawthorne, New Jersey, U.S.A.**

Manufacturers of Soap Making Machinery for over a Century

Soap and Detergent Powders

Condensation of moisture on packages of soap and detergent washing powders, as well as lumping, may be overcome by minimum use of water in formulations.

MOISTURE condensation and agglomeration in packaged soap and detergent powders are counteracted most effectively by the minimum use of water in their formulation. Powders with low water content do not undergo any changes, assuming constant temperature and relative humidity of 65 percent. Theoretically it is possible to tailor-make a powder for special constant surroundings. But the careless and unsuitable storage conditions to which such merchandise is commonly subjected by the middleman excludes this possibility. It is up to the manufacturer and his representative to perform an educational task in this field.

Practical conditions in the trade call for a compromise between price and water content. Little water and the absence of hygroscopic washing agents and hydrophilic salts result in a stable product. Soap powder containing 30 to 40 percent fatty acids keeps best because the "hydrophile" has no chance of attracting an excessive amount of water. Yet even such powder is vulnerable to prolonged poor storage and to high humidity. After slight initial caking, water absorption may reach the point where the powder is transformed into a dough. Subsequent dehydration will tranform it into a rock-like solid mass. Whenever such a product is encountered the fault should be sought in excessively prolonged and poor storage, not in the formulation.

Most detergent powders are hygroscopic and the degree of their hygroscopicity must be ascertained before use. For this purpose approximately 10 grams of the detergent are placed on a petri dish, about one millimeter thick. The sample remains uncovered, its weight increase is checked periodically, and the relative humidity watched closely during the test. Facilities for such an experiment pay off by eliminating the costly trial and error method. Phosphates, unless standardized types are used, should be subjected to the same test.

The finished product may be tested by the same method. A powder containing 10 percent active detergent, piled gently on a pharmacist's balance, may show an increase or decrease in weight, depending on the prevailing atmospheric conditions, of up to eight percent within the first 12 hours. If little water is absorbed even when the relative humidity is high the product may be expected to have good storage life without agglomeration. If water loss is slight, even when the atmosphere is dry or the relative humidity below 65 percent, the package will remain dry or show only very little dampness.

These desirable qualities are found only in a powder free of hygroscopic substances and containing water not in excess of 27 to 30 percent. This figure includes water contained in any curd soap and sodium silicate which may be included in some soap powders or the water content of saponification lye in others. Where synthetics are used the water acting as a solvent for the detergent has to be taken into consideration.

Many wash powders contain large percentages of soda, which is hygroscopic. However its hygroscopicity is confined to the crystals containing about four molecules of water, whereas for instance decahydrated crystals yield water when the atmospheric humidity is low. Conditions in a satisfactory powder must be balanced so that the tetrahydrated crystals barely attract water and the decahydrated crystals barely loose any water. A product containing 27 to 32 percent water and 10 to 12 percent active detergent is thus balanced.

Dehydration of the powder results in condensation and a damp package, especially where the individual packages are cartoned in fifties, because here the evaporating water cannot escape. But the powder itself remains dry and free flowing.

Water absorption results in agglomeration. Prolonged damp storage, high atmospheric humidity, or faulty manufacturing methods may cause this condition.

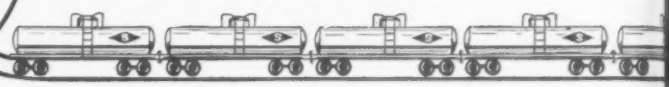
Crystallization of soda is inhibited by the presence of an organic substance. If the formulation provides enough water for the formation of, say, decahydrated crys-

THE SWITCH IS TO...

FATTY ALCOHOL SULFATES

The new Stepan line of fatty alcohol sulfates can offer important advantages for use in a wide range of detergent formulations.

In heavy-duty detergent, bar detergent, liquid detergent, and shampoo formulations these fatty alcohol sulfates offer superior washing qualities, emolliency, and the elimination of scum and bowl rings for hard water areas. They can provide excellent detergency without excessive soaking and foam for on-the-job rug cleaners and for use in textile scouring compounds. Their superior emulsifying properties make them ideal, too, for use in skin creams or other products that are rubbed into the skin.



STEPAN FATTY ALCOHOL SULFATES . . . GENERAL SPECIFICATIONS

	% Sodium Alkyl Sulfate	% Unsulfated Alcohols	% Sodium Sulfate	% Sodium Chloride	% Moisture	pH
STEPANOL M 1, M 2	28.0-30.0	1.5-3.5	1.0-2.5	0.5-1.5	62.5-69.0	7.0-8.5

Write for free Samples...

Stepan fatty alcohol sulfates are available for use as an important component in your present formulation or in a combination from the extensive Stepan line of fatty alcohols and synthetic detergents as a completed formulation tailored to your particular requirements.

THE **STEPAN** **CHEMICAL CO.**

20 No. Wacker Drive
Chicago 6, Illinois

FATTY ALCOHOLS · FATTY ALCOHOL SULFATES · BULK LIQUID DETERGENTS · SULFONATED OILS · AMIDES · FOAM STABILIZERS · ALKYLPHENOL POLYALKOXY SULFATES

tals, the detergent will remain free in an undetermined aqueous solution. This method of manufacture is entirely wrong and will result in condensation of the aqueous organic substance.

Where the washing agent is soap, the problem is much simpler. The available water is absorbed by the soap for swelling. The powder will form lumps but will not suffer any other ill effects.

"Absorption" of water and detergent by the soda might be a more appropriate description of the process involved than the term "crystallization." The batch in the mixer remains thick and dough-like as long as the soda can "absorb." When the mass turns too fluid the water content has become excessive. "Absorption" has stopped and crystallization will take place with an undesirably high number of water molecules, which we have shown to be unfavorable for the keeping qualities of the final product.

A stabilizing effect on the water balance is achieved by the addition of anhydrous sodium sulfate after the powder has set and after the grinding or spraying process. At temperatures below 35°C sodium sulfate attracts water and yields it at higher temperatures. A balance between the water yielded by the soda and that absorbed by the sulfate can be established which makes the powder more resistant to atmospheric influences. However, this "trick" is effective only up to a point and is no substitute for low water content.

Where the product is made by the floor method the solidified powder should be broken up and then stored for several days. A week's batch should then be ground, piled into a heap and left again for two or three days for maturing purposes.

In the mixer lumps of soda are inevitably formed, which do not come into contact with water. After grinding, these lumps form a large exposed surface which draws water for crystallization from the unfinished mass, which is still in the process of maturing and delayed crystallization, until a state of balance is reached. This exchange transforms the heaped powder of high water content into a fairly solid mass. Supposing a continuous grinding and packaging process were used, this process would take place in the package, making its contents subject to agglomeration. The precaution described above will impart improved resistance even to powders with a comparatively high water content. A fully automatic continuous production process must use a formulation providing for low water content, which is common practice.

Water content is a crucial consideration in all branches of soap manufacture. Assuming full saponification, reduced water content makes for a durable product. A curd soap, for instance, containing 30 percent water is treated with anhydrous soda before being filled with sodium silicate. The anhydrous soda binds a large proportion of the water and "fitting" of the sodium silicate is unnecessary. Yet the soap will keep for years without efflorescence and without warping. Such soap can be made with a fat content of up to 40 percent.

A milled soap containing only 10 percent water keeps perfectly; a 62 percent soap with approximately 30 percent water is less perfect, the bars will warp, which is caused by crystallization of various fatty acids (possible only in an aqueous medium) and by dehydration. K. L. Weber; *Seifen-Oele-Fette-Wachse*, No. 16, 1954, page 417.

Polyol Humectants in Dentifrices

FOR a saleable product, the toothpaste manufacturer must be concerned with many properties besides its cleaning ability. The final product must be soft and homogeneous, it must be stable and maintain its plasticity during shelf life. To promote these properties, the manufacturer must choose the right polyol for use as the vehicle in his paste. Because the polyol sorbitol dries out more slowly than other conditioning agents in dry atmosphere, and maintains a higher viscosity in damp atmosphere than other conditioning agents, it presents many advantages as a humectant. The use of sorbitol gives a full-bodied paste which holds its consistency well. Sorbitol is compatible with common toothpaste ingredients, and blends well with magnesium and calcium carbonates and phosphates. Since it is itself sweet, sorbitol permits the use of less saccharin or other sweetener.

Clinical tests have demonstarted that sorbitol has no irritating effect on the buccal membranes. It does not contribute to the formation of dental caries.

A typical toothpaste formula, using "Sorbo"* (70 percent aqueous solution of D-sorbitol) as the paste vehicle is illustrated by Formula No. 1.

Toothpaste (Soap or Detergent Type) Formula No. 1

Abrasive and polishing agent	30.0 to 50.0%
Powdered soap or detergent	1.0 to 6.0%
Sorbo	30.0 to 60.0%
Sweetener	0.1%
Flavor	0.5 to 3.0%
Lubricant	1.0 to 1.5%
Water	0.0 to 30.0%
Thickener	0.0 to 1.5%

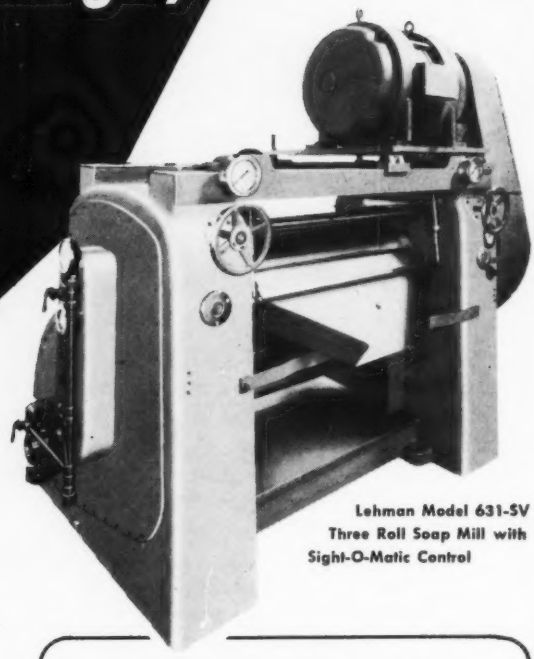
Recent claims that the use of agents which will lessen the activity of acid-producing bacteria will reduce the incidence of dental caries have led to interest in toothpastes containing materials such as dibasic ammonium phosphate-urea combinations, which release ammonium ions. Such a paste is illustrated in Formula No. 2.

Ammoniated Toothpaste Formula No. 2**

Tricalcium phosphate	38.67%
Urea	13.00%
Dibasic ammonium phosphate	3.00%
Sorbo	14.50%
Glycerol	10.00%
Water	16.64%

*Registered trademark of Atlas Powder Company.

If you need a broader profit margin, you need SIGHT-O-MATIC* SOAP MILLS



Lehman Model 631-SV Three Roll Soap Mill with Sight-O-Matic Control

An appreciable widening of the profit margin results from installation of a Sight-O-Matic Soap Mill. Briefly this is due to lower manufacturing costs brought about by minimizing the human element for accurate control of the milling operation.

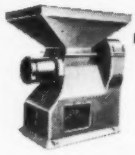
Even unskilled operators can adjust rolls to accurate pressures instantly by turning handwheel (one at each end of slow and fast rolls) until correct pressure is shown on gauge at that point.

Setting and maintaining knife pressure for most efficient takeoff is accomplished through pneumatic discharge control. Dial indicator in air line permits predetermined settings which remain constant. Positive regulation prevents damage to both knife and roll and attains complete film removal. Roll temperatures are regulated with assistance of dial thermometers at intake manifold and all roll water outlets.

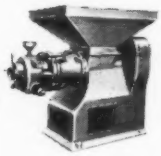
These and other refinements in the 631-SV and 632-SV Three Roll Mills can help you hold your own (and better) against increasingly keen competition.

Send for further information regarding Lehmann Sight-O-Matic Soap Mills

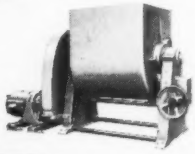
Other Lehmann Soap-Finishing Machines



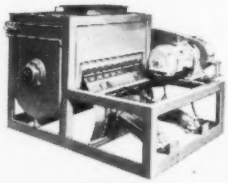
Lehmann 310-P Preliminary Plodder



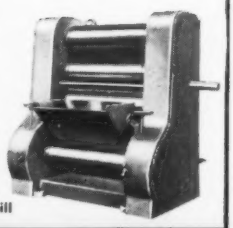
Lehmann 310-F Finishing Plodder



Lehmann 260-400 lb. Tilting Type Amalgamator



Lehmann Bottom Dump Amalgamator 40 G-B



Lehmann 912-5A Five Roll Finishing Mill

*Reg. U. S. Pat. Off.

LEHMANN

J. M. LEHMANN COMPANY, Inc.

MAIN OFFICE AND FACTORY: 548 NEW YORK AVE., LYNDHURST, N. J.

2,2' -di -hydroxy -5,5--dichloro-diphenyl methanol	0.25%
Sodium lauryl sulfoacetate	2.00%
Aminoacetic acid	0.34%
Carboxymethylcellulose	0.28%
Flavor oil	1.10%
Saccharin	0.22%

—★—

Detergents for Bloat

Maryland Agricultural Experiment Station investigators have been probing, at College Park, Md., the possibility that detergents could be used to control bloat in cows. The tests followed much the same course used in similar experiments at the Wisconsin station but have resulted in a negative finding. No evidence has, as yet, been found, the Maryland station announced, "that surface active agents will be helpful or harmful in controlling bloat."

Basic theory on which the tests were conducted was the possibility that treatment of cattle with a detergent might alter the surface tension or other physical properties of the rumen contents.

Procter & Gamble's "E-800" (the active ingredient of Dreft.) was used in the Maryland trials at a level of one percent of the concentrate allowance fed the animals. This was fed for 90 days in the concentrate then the "E-800" was added to the drinking water in an amount equivalent to that previously received in the feed. Steers consumed the detergent at the level fed quite readily, either in their feed or water.

"Much more work will be needed," says the brief Maryland progress report, "to determine effects of such feeding and to find the most satisfactory and practical methods of administration, in case feeding of such materials should be desirable."

—★—

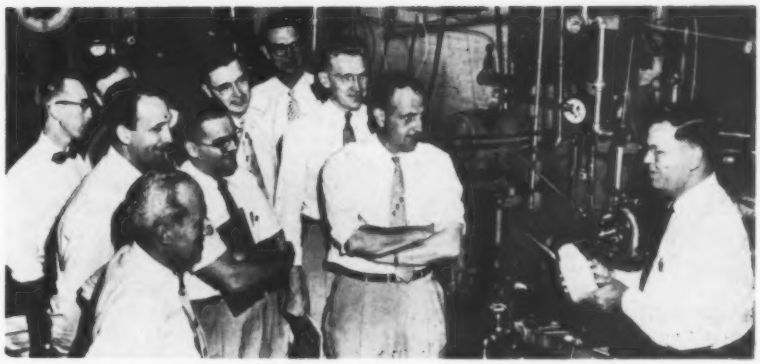
New Amer. Potash Lab

Completion of a new $150,000 dust-proof and air conditioned control laboratory at Trona was announced recently by American Potash & Chemical Corp., Los Angeles, Calif. The two-story all-metal windowless laboratory houses facilities for the constant testing of chemical solutions before, during, and after processing at the production plant. Approximately 60,000 individual tests per month are performed.

—★—

No. 2,687,348. Herbicidal Compositions, patented by Milton Kosmin, Dayton, O., assignor to Monsanto Chemical Co., St. Louis, Mo. A herbicidal composition is described comprising an oil-in-water emulsion of the condensation product of substantially one mole of an alkylenepolyamine having not more than 4 amine radicals per molecule and from 2 to 3 carbon atoms in the alkylene radical and substantially one mole of a substantially mono-chlorinated kerosene, said condensation product being present in said composition in a quantity which is toxic to plant life.

See New Detergent Slurry Process



Representatives of petroleum, chemical and soap companies are witnessing pilot plant demonstrations of the new continuous sulfonation and sulfation process developed by the Votator Division of Girdler Co., Louisville, Ky. Here Harold Huber, of Girdler's technical staff, discusses a phase of the process with K. R. Gerhart, Continental Oil Co., Chicago; L. M. Wylie, Tennessee Corp., Atlanta; C. R. Dawson, Shell Oil Co., Martinez, Calif.; E. A. Knaggs, Ninol Laboratories, Chicago; Charles Martin, Colgate-Palmolive Co., Jersey City; J. D. Helwig, J. C. Reid and J. H. McCullough, Atlantic Refining Co., Philadelphia; and Tom Wallace, General Chemical Division, Allied Chemical and Dye Corp., New York.

The heart of the continuous process is a multiport injection Votator reactor, which is employed in the major steps. The process offers substantial economic and quality advantages over conventional batch methods of production.

Girdler Co. is a division of the National Cylinder Gas Company.

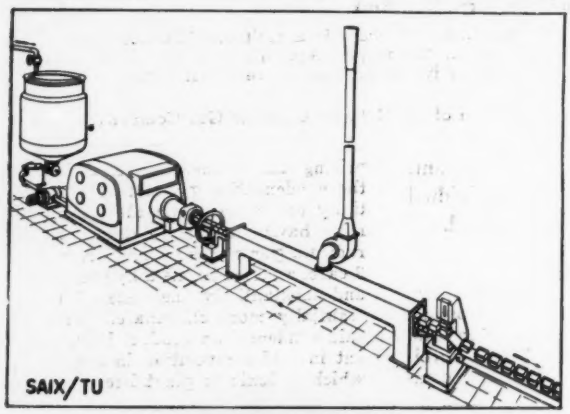
Approximately 60,000 tests per month are made of chemicals in new $150,000 control laboratory at Trona, Calif., plant of American Potash & Chemical Corp., Here, hourly samples of process salts are weighed by Lloyd Howell (left) and "pipetted" by Norman Adams (center) with the assistance of trainee John W. Brown.

MECCANICHE MODERNE

CORSO SEMPIONE, 51 (Italy) BUSTO ARSIZIO

PATENTED Cooling Extruder Type SAIX for the continuous chilling and finishing of every kind of laundry soap, with 62%, 52% as well as with a T.F.M. content as low as 35%, either from full boiled kettle soap or from soap pads by a continuous process.

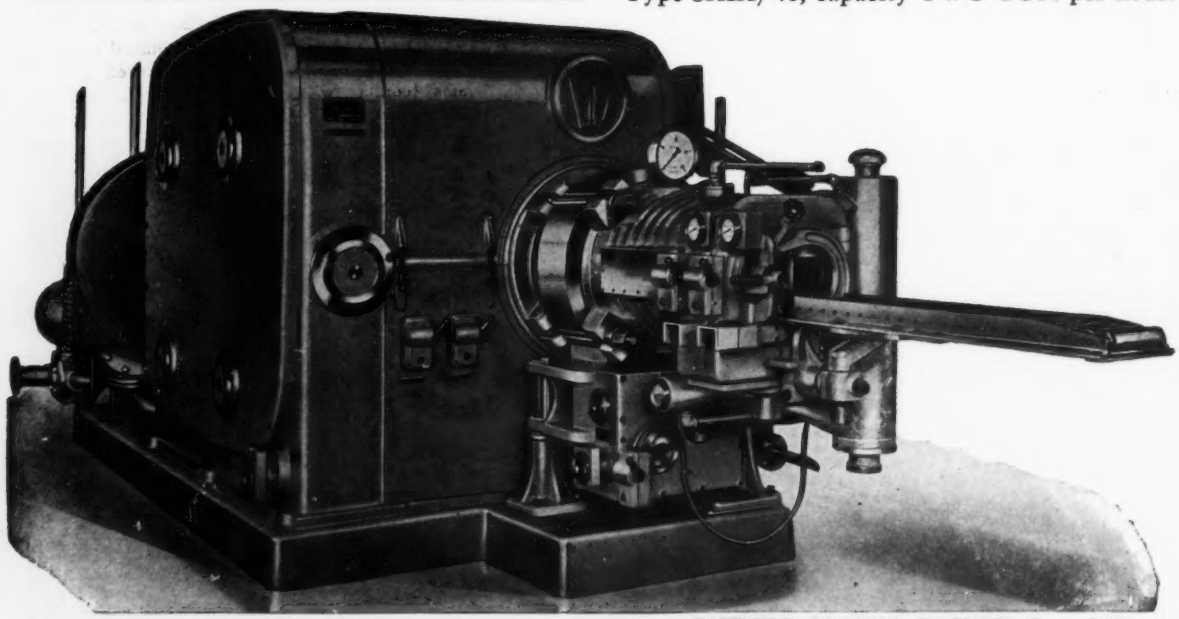
From the saponification (molten hot soap) to the finished bars (cold solid soap) in a single stage without any interruption or structural change. In this plant, completed by a preliminary evaporator of the molten hot soap, it is possible to manufacture 72-73% T.F.M., soaps with an opaque, translucent or transparent appearance. The soap is continuously formed in bars of every desired size or in pellets for further milling procedure.



SAIX/TU

In this plant it also is possible to manufacture conventional or transparent toilet soaps without any formation of hard spots.

Type SAIX/1c, capacity HALF TON per hour.
Type SAIX/2c, capacity ONE TON per hour.
Type SAIX/4c, capacity TWO TON per hour.



PATENTED COOLING EXTRUDER Type SAIX/4c

Pendit WA Bulletin

Commercial availability of "Pendit WA Cosmetic," a cosmetic grade of sodium lauryl sulfate was announced recently by Raymond Laboratories Inc., St. Paul, Minn. At the same time a bulletin was released which describes the product, suggests its use in liquid and cream shampoo formulation and supplies formulas for both types. "Pendit WA" is claimed to be suitable also for use as an emulsifying agent, and in dishwashing compounds, car washes, personal cleaning compositions, etc. Information on the storage and handling of the material is supplied.

The product is available in plastic-lined non-returnable 55- gallon drums and in tank cars.

—★—

Gross Fatty Acid Book

The issuance of a new edition of their catalog, "Fatty Acids in Modern Industry," was announced late last month by A. Gross & Co., 295 Madison Ave., New York 17, N.Y. The 24-page book contains specifications, grades, packing and stock points for distilled stearic, oleic, coconut, cotton seed, soya and palm fatty acids. It also contains information on glycerine, pitch and hydrogenated tallow fatty acids. Copies are available by writing to A. Gross & Co.

—★—

New Riecke Drum Wrench

A preset torque wrench for tightening all standard steel drum closures was announced late last month by Rieke Metal Products Corp., Auburn, Ind., producers of "Vice-Grip" drum closures. The new wrench is two-headed to deliver the proper fixed torque for a two inch plug on one side and a ¾ inch plug on the other side. The wrench is so designed that the head can be used only on the size for which it has been set. When minimum torque has been reached, the wrench "breaks" or slips." Further tightening can be done without harm to the wrench or eventual lessening of torque. Heads worn from contact are readily replaced.

New Rieke Drum Wrench

The wrench was developed in conjunction with J. O. Line Tools, Inc., Los Angeles, manufacturers of present torque wrenches for the aircraft industry. They are available from Rieke Metal Products Corp., Auburn, Ind., or from their district sales offices in principal cities.

—★—

Booklet on Dresinate

A new technical booklet about the use of "Dresinate" as an emulsifier, detergent and dispersant in soluble oils and cleaning compounds is now available from Hercules Powder Co., Wilmington, Del.

"Dresinate," a series of sodium and potassium salts of various processed rosins and tall oil, is supplied in liquid, dry and paste form.

The booklet includes information on the use of these resinates as emulsifying agents, detergent additives, dispersants, foam and floatation agents, viscosity-control agents and industrial sizing compounds.

Three tables list the characteristic properties of the liquid, dry and paste forms. Other tables include types of formulations.

—★—

New Soap Perfume Aid

The floral top notes in soap perfume compositions are said to be accentuated by the addition of "Acetate P. A.", a new compound developed by Givaudan-Delawanna, Inc., New York. The product is claimed to exhibit good coverage and odor stability, to cause no discoloration, and to be economical in use.

Conveyor Bulletin

A four-page bulletin on its "Transvair" pneumatic conveying system was announced recently by Young Machinery Co., Muncy, Pa. The bulletin illustrates and describes an actual "Transvair" installation handling a minus 350 mesh material without dust losses or the need for filter type collectors or wet scrubbers. On dry, free flowing materials, the system is said to be dust-tight and self-cleaning.

The availability of a complete pilot plant "Transvair" for testing products on a continuous or batch basis and handling 500 pounds of material per hour in particle sizes ranging from four to 400 mesh is also described in the bulletin. The pilot unit is available for test work at a nominal experimental charge at Young Machinery's plant or for rent for use in customers' plants.

Young Machinery Co. has direct factory engineering representation on the west coast through Jacobs Engineering Co., 417 S. Hill St., Los Angeles and 600 16th St., Oakland, Calif.

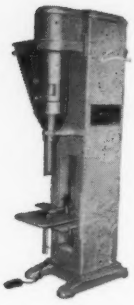
Bulletin TV0553 dealing with Young Machinery's "Transvair" pneumatic conveying system is available by writing the company in Muncy, Pa.

—★—

Votator Markets Detergent

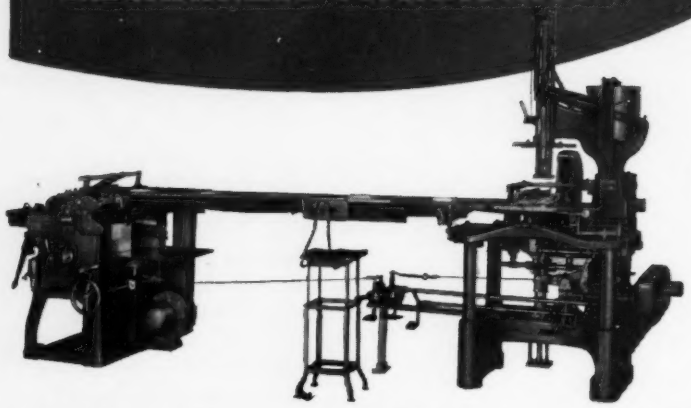
The Votator Division of Girdler Co., Louisville, Ky., recently became the distributor of "Planisol" industrial detergent for the fatty oils, meat packing, and meat processing industries in the United States and Canada. The product is said to emulsify all types of oil rapidly, to have good bactericidal properties and a phenol coefficient of 2.0. "Planisol" is highly alkaline but does not contain caustic soda or potash according to the distributor. It is claimed to be nontoxic, not to burn the skin, to be non-flammable, and not to attack aluminum. The white granular powder is packaged in 400 pound, non-returnable fiber drums.

Improved Dexterity in MECHANIZED PACKAGING...



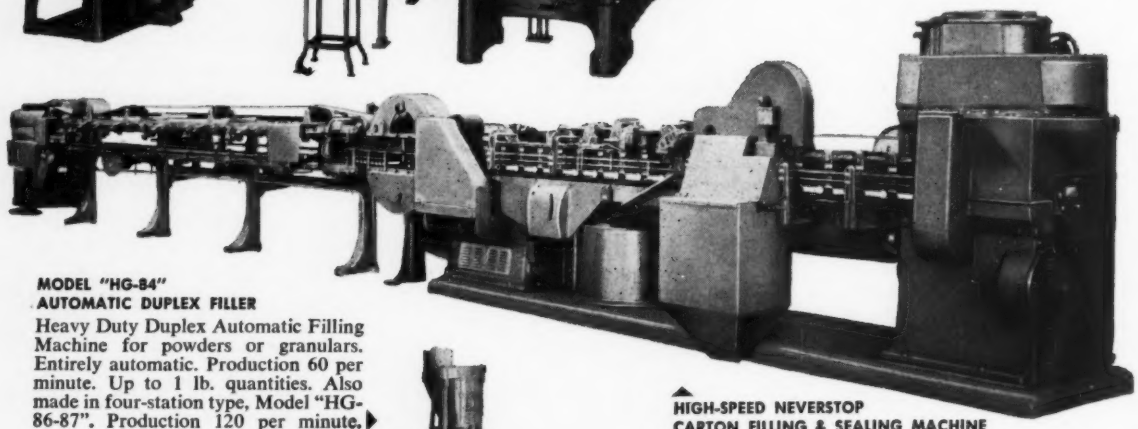
MODEL "EG" UNIVERSAL FILLER

Newest design. Fully streamlined. Fills by gross weight or by packing or by measurement. Handles powders, granulars or pastes. Various types of containers. ¼ oz. up to 5 lbs. or more. Production 15 to 30 per minute.



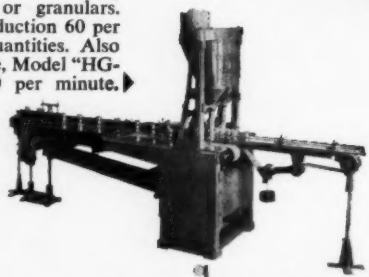
STOKESFEED PAPER BOX MACHINE

A complete paper box gluing, feeding and wrapping unit. Made in two sizes—Model "B" and Model "H". Completes up to 40 boxes per minute. Only one operator required. MODEL "B"—maximum: 20" x 15" x 4"; minimum: 6" x 4" x ½". Model "H"—maximum: 15" x 10" x 2¾"; minimum: 4" x 1¾" x ½".



MODEL "HG-84" AUTOMATIC DUPLEX FILLER

Heavy Duty Duplex Automatic Filling Machine for powders or granulars. Entirely automatic. Production 60 per minute. Up to 1 lb. quantities. Also made in four-station type, Model "HG-86-87". Production 120 per minute.

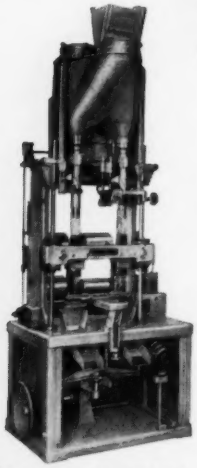


HIGH-SPEED NEVERSTOP CARTON FILLING & SEALING MACHINE

For free-flowing products. Feeds, fills and seals cartons, both top and bottom, in one continuous operation. Cartons 5 15/16" x 3 7/16" x 1 3/16" to 8½" x 6" x 2⅛". 60 to 200 or more per minute. One operator.

AUTOMATIC STRETCHRAP PACKAGING MACHINE

For wrapping odd shapes of articles or pieces, smoked meats, sausage, toys, etc. with heat sealing "Pliofilm". One operator required. Production 12 to 15 per minute.



STOKESWRAP AUTOMATIC PACKAGING MACHINE

Equipped with auger feed. Forms, fills and heat-seals the package, taking printed or unprinted web from roll stock. Volume to 56 cubic inches or 1 lb. 50 to 120 packages per minute.

...ENGINEERED BY STOKES & SMITH CO.

STOKES & SMITH CO.

4928 SUMMERDALE AVENUE, PHILADELPHIA 24, PA.

Pacific Coast: SIMPLEX PACKAGING MACHINERY, INC., 534 - 23rd AVE., OAKLAND 6, CALIF.

fmc

SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

TRADE MARK

PRODUCTION Clinic

By E. G. Thomssen, Ph.D.

ONE of the biggest thrills any production man can derive from his work is to be provided with a new or remodelled plant, new machinery or equipment or a more economical or otherwise improved process for making an established product. Many such "thrills" could be on the way for production men whose management will take advantage of the benefits of the newly enacted tax law.

The new tax law, reflecting a more favorable attitude toward expenditures for plants, equipment and research, is a radical departure from past taxation policies. Of main concern here is the fact that the new law encourages business to expand and improve production, as well as giving support to firms desiring to enter upon new ventures. In summary it reflects a more constructive attitude toward business than has emanated from Washington in many years.

For over 20 years political philosophy maintained that the way to continue to be prosperous was to put more and more purchasing power into the hands of the consumer, even though such a plan put business at a disadvantage by taking away more and more of its profits through taxes. As a result there was no concerted incentive on the part of manufacturers to risk expanding plant space, replace outmoded equipment or improve inefficient processes or to develop new products for new or existing markets.

While it is true that business volume has grown tremendously in the past 20 years, most economists attribute this to the enormous cost of World War II and the Korean War. Inflation, brought about by the impact of the two wars, will completely ruin us economically, if allowed to go unchecked.

The new tax philosophy aims to produce an atmosphere of prosperity through means other than placing increased purchasing power in the hands of the consumer. It encourages business to invest in new plants, expanded capacity, more efficient equipment, new lines of endeavor and greater research.

In keeping with this more favorable attitude on the part of government as expressed in the new tax law, production departments should anticipate more and better plants, equipment and personnel.

While it is not the function of the writer to discuss tax policies or economics, this new tax law development does have a very direct bearing on production and future developments in its field of interest.

The allowable rate of depreciation has long been a deterrent to greater plant expansion. Under the old tax laws, it was generally considered that machinery and other equipment would last 20 years. Thus, a five percent annual rate of depreciation was deductible. Under the new law other choices are open in figuring obsolescence.

It is a fact that generally the greatest amount of deterioration in buildings and equipment takes place in the first four years of life. The risk of business failure is also greatest during that period. Taking cognizance of these facts, the new tax law allows a higher rate of deduction for depreciation during the early years: about 10 percent the first year; nine percent the second; eight percent in the third and 7½ in the fourth year. This totals approximately 34½ percent for four years, as against 20 percent allowable under the old law.

Dr. Thomssen

Alternatively the new law makes it possible to write off two-thirds of the cost of new facilities during the first half of their useful life. As the plant ages the deductions are less, but the important point is that the early years of a venture are favored and expansion is thus encouraged.

Expenditures for research are given more favorable consideration under the new tax law. Such outlays may be considered as regular operating expenses and are deductible in full in the year in which they are paid out.

While it has taken the government time to encourage plant improvements, manufacturers of finished items and those in the machinery and equipment industries have not stood still. Fortunately, technological stagnation resulting from excessive taxation has failed to materialize. The new tax law provides the stimulus for the production department to investigate and act on desired plant improvements.

Every alert production man should acquaint himself fully with the opportunities afforded by the new, more favorable federal tax law. He should reappraise his plant, equipment and personnel and diagnose carefully obsolescence of all his equipment. The next step would be to plan replacement of the least efficient equipment, taking into consideration the company's ability to finance the charges and the savings that can be attained through replacements.

The criterion for deterioration of equipment or machinery should not be its age alone, but rather its ability to operate profit-

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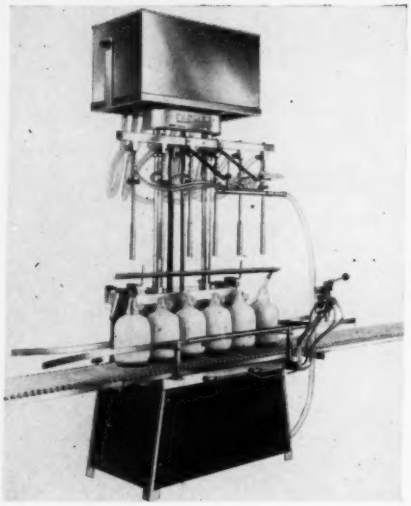

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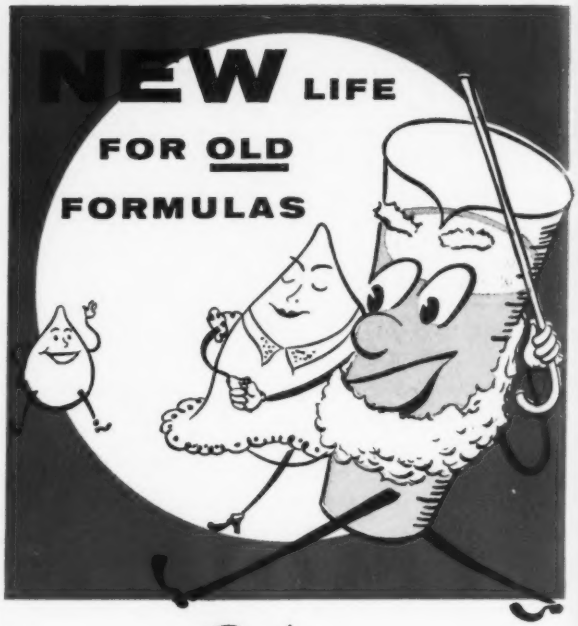

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ably. If a new machine can pay for itself in two to five years, it is advisable to recommend its purchase even without considering the obsolescence of the machine in use, which possibly may be in good condition.

After deciding on a course to be followed in making replacements, it is a good idea to make one's own appraisal of a plant's need after receiving full information from salesmen and/or technical representatives of machinery and equipment manufacturers. If possible, several competitive bids on desired equipment should be obtained. It is advisable to state frankly that one's only interest in new machinery is to increase profits. If this cannot be done through the acquisition of such equipment, then obviously the old equipment is satisfactory.

Not only should machinery and equipment be evaluated from the standpoint of increased profits but the need for new laboratory techniques, facilities and personnel should be measured using the same criterion. More attention to improving methods of processing, developing new products and the institution of labor saving routines and devices through time and motion studies may be indicated. This may mean increased research or the addition of personnel, but if carried out correctly and constructively will pay off in the long run.

Tax laws and production men usually are far apart. At this time it is important that production men study the new tax bill and/or confer with tax experts to determine what benefits it provides for their particular companies.

Bulletin On Pipe

A BULLETIN (No. 507) giving typical application for its light-weight lock-seam spiral-weld pipe and fittings was issued recently by Naylor Pipe Co., Chicago. Standard specifications on the company's pipe, which ranges in size from four inches in diameter, are given in the booklet. Also included are data on fabricated fittings, flanges and connections to meet all pipe requirements. Copies are available from Naylor at Chicago 19, Ill.

New Chemicals

NEW chemicals of interest recently announced include a new antioxidant, "Ionol-CP" of Shell Development Co., New York. The new antioxidant is employed to prevent rancidity in oils and in other products.

Also new is a cleaner for use in the dairy and food industries. Trade named, "Raydex," is was introduced recently by Pennsylvania Salt Manufacturing Co., Philadelphia. The cleaner is a granual, alkaline product that may be used in hard or soft water by means of sprays or with brushes. No water or inert material is present in "Raydex."

Detergent Sampling

A CLEVER method of sampling a detergent was undertaken recently in my neighborhood. Half the legend on the package left at my front door described the advantages and properties of the product. The other half was devoted to advertising a big sale of a non-competitive item by various merchants in the city. The results of the sampling were pronounced as very satisfactory.

New Respirator

A SINGLE respirator, which protects the wearer against toxic dusts as well as organic vapors has been developed and was announced recently by Mine Safety Appliances Co., Pittsburgh, Pa.

The new MSA "Comfo Chemical Cartridge Respirator" employs static-web filters which clamp on the respirator's twin chemical cartridge filters. The dust filter is made of charged, resin-treated felt which promotes electrostatic retention of dusts and supplements mechanical filtering action.

The respirator, to be worn in areas in which dust and vapor hazards are encountered simultaneously, such as in operations where workmen are exposed to volatile dusts, extends breathing protection to all exposed to hazards in such areas. Cartridges and filters for the new respirator are independently replaceable.

Bulletin No. 1007-4, giving full details, is available from the company at Pittsburgh 8, Pa.

Ultrasonic Energy

AN ultrasonic-power generator, manufactured by Branson Instruments, Inc., Stamford, Conn., was announced recently. The unit is designed primarily for accelerating the cleaning and degreasing of small parts and metal objects such as strip, wire and tubing, as well as complex components. It functions by activation of the cleaning solvent in which the low-voltage focused ceramic transducer is immersed.

Typical parts that can be cleaned more efficiently with the aid of "Sonogen" ultrasonic power include; electric-motor, watch and instrument parts; steel and jewel bearings; glass tubes, quartz crystals, casting with blind tapped holes, etc. Ultrasonic agitation speeds the cleaning tremendously, especially on diffcult jobs.

In addition to cleaning, the "Sonogen" is an economical source of ultrasonic power for many other laboratory and production uses involving liquids—such as emulsification, dispersion and the acceleration of chemical reactions.

Metal Chain

A BULLETIN describing "Rex Z-Metal Chain, is now available from Chain Belt Company, Milwaukee 1, Wis. This chain is made of special heat-treated, alloyed ferrous metal. It has physical properties equal to the better grades of steel, yet it is reasonable in cost. It resists corrosion and abrasion and is considerably harder than malleable iron. It is unusually ductile and is readily machined. The pins are made of heat-treated high-carbon steel.

The new bulletin describes among other uses the "Z-Metal Chain" for conveyors in which abrasive action and corrosion are problems. A copy of this bulletin is

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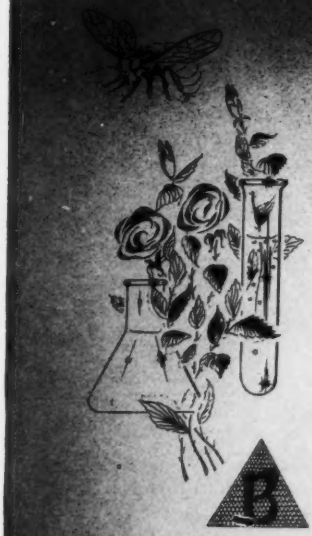

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Chemical Pipe Dope

TEST installations of threaded, rigid polyvinyl chloride pipe and fittings, in which pipe dope based on "Teflon" tetrafluorethylene resin was used, are giving satisfactory results. These installations were pipe and fitting lines in chemical and other applications. They have demonstrated ease of assembly and maintenance, resistance to corrosion and prevention of leakages.

This compound works equally well with special formula steels and other metals used for chemical pipe systems. It resists corrosion and at the same time facilitates assembly and disassembly. Thus it overcomes one of the major problems in the corrosion of chemical systems. The product is called "Fluoroseal" by the manufacturer, Industrial Plastic Fabricators, Inc., Norwood, Mass. It is a stable compound, packed in convenient containers.

Pinch Valve Bodies

A COMPLETE line of replacement pinch valve bodies in flanged or slip over style was announced recently by General Rubber Corp., Tenafly, N. J. Manufactured in rubber, Neoprene, butyl, Buna-S and N, food stock, brewers hose, wine hose and special compounding for specific services, they will replace existing bodies manufactured by other valve makers.

Offers Walgarite #10

Corrosion Control Co., Queens Village, N. Y., recently announced the development of a new solvent-type paint stripper, trade named "Walgarite #10." The product is said to be non-flammable, harmless to the skin, odorless, and to remove baked as well as air dried paint films in multi-layers. It may be used on ferrous and non-ferrous metals as well as on concrete and wood surfaces. Once the coating is lifted by "Walgarite #10" the film and remover are flushed off with water.

New MRM Filling Unit

A machine that fills and heat-seals the closures of "Bracon" plastic containers is the newest development of the special packaging equipment division of MRM Co., Brooklyn, it was announced recently by Herman Manas, president of MRM. The "Bracon" plastic containers are made by Bradley Container Corp. of Maynard, Mass.

The new machine is designed for filling all types of liquid products. Its fully automatic, continuous operation allows production speeds of up to 120 a minute. In operation the containers are fed into specially designed holders on a chain-driven conveyor, which carries them into a 12-station, rotary filling unit. There they are filled by gravity, vacuum or pressure, as desired. The entire filling mechanism is above the conveyor, so that the floor is kept clear of encumbrances which might interfere with cleaning. After filling, the containers are fed into a 12-station, rotary sealing unit, the speed of which is synchronized with that of the filling unit. There a heat seal is applied, welding the base plate to the "Bracon" bottle.

All parts of the machine that come in contact with the filling material are of stainless steel.

The equipment is available both for fully automatic or semi-automatic operation, and high or low production requirements. It can also be furnished for heat-sealing of collapsible plastic tubes.

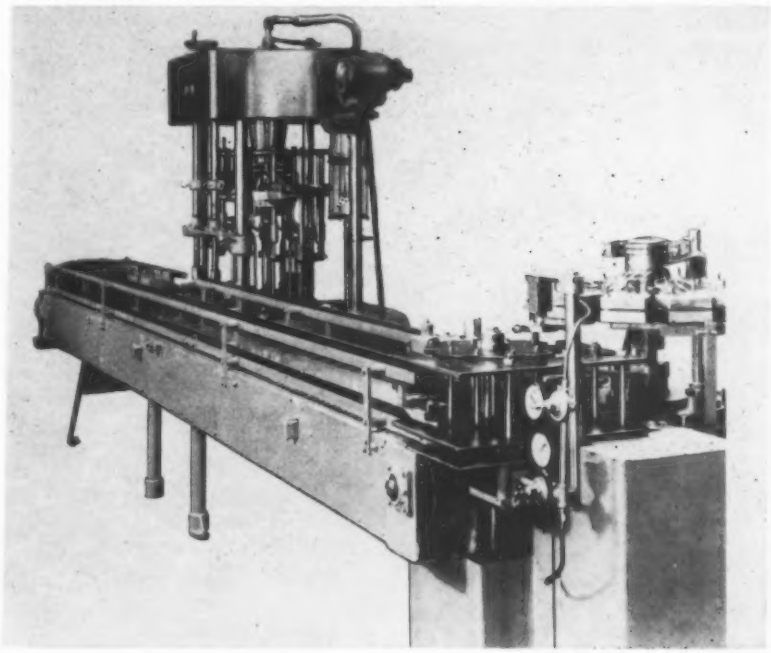
EDTN Now Available

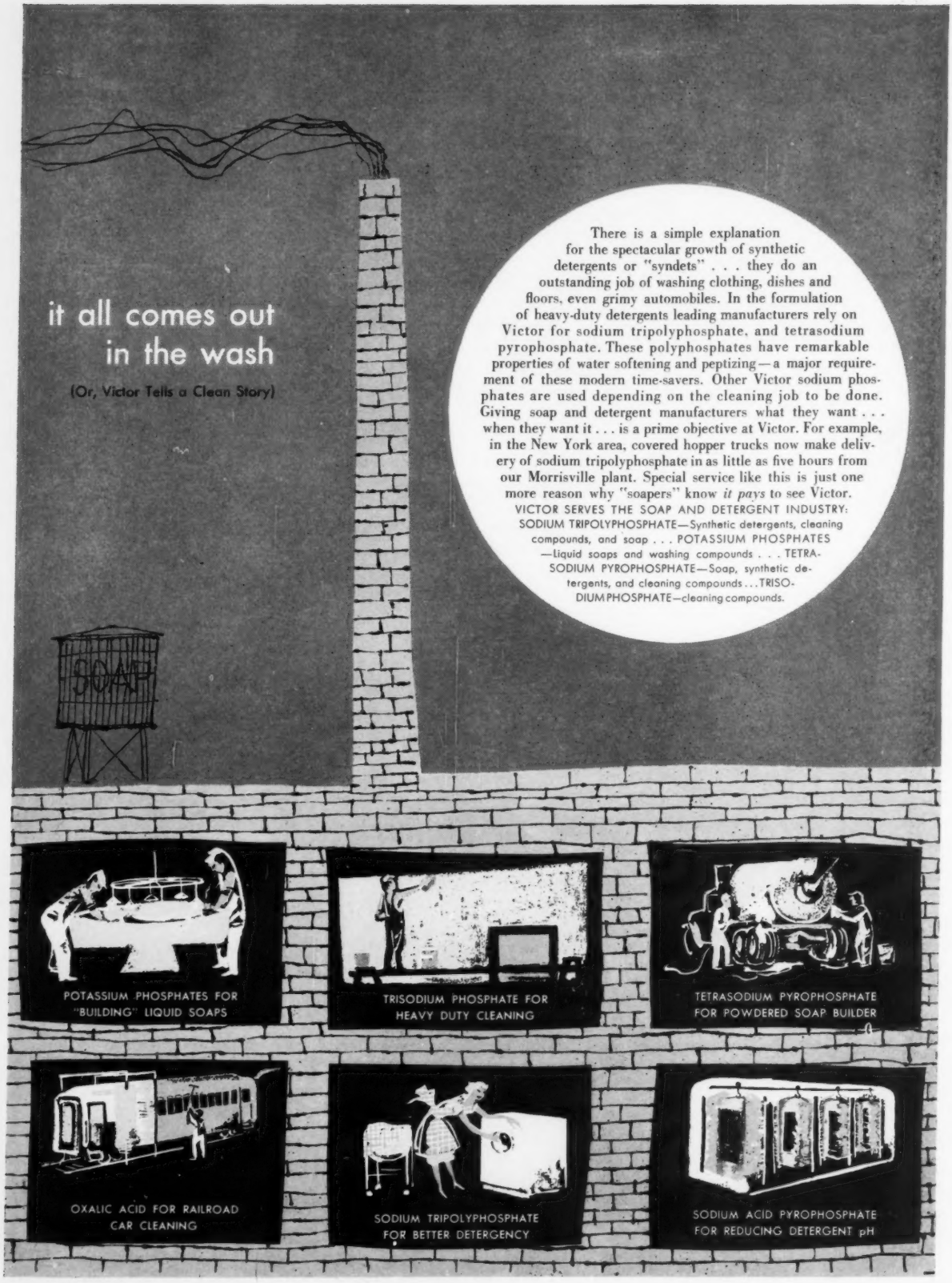
The availability of the tetraacetonitrile of ethylene diamine was announced recently by Glyco Products Co., Brooklyn. Ethylene diamine tetraacetonitrile (EDTN) is a cream to light tan powder having a purity of more than 95 percent. It melts at 131-133°C. The pH of a two percent solution is four to six.

EDTN is soluble in hot water, methanol and ethyl acetate. It is practically insoluble in cold water, hydrocarbons, vegetable and mineral oils. Exhibiting the typical reactions of nitriles it forms quaternary compounds and many complex derivatives.

EDTN is available in drums at $1.00 per pound. A bulletin giving the properties and chemical reactions of the material is available from the manufacturer, Glyco Products Co., 26 Court St., Brooklyn, N. Y.

New MRM machine that fills and heat seals closures for plastic containers

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There is a simple explanation for the spectacular growth of synthetic detergents or "syndets" . . . they do an outstanding job of washing clothing, dishes and floors, even grimy automobiles. In the formulation of heavy-duty detergents leading manufacturers rely on Victor for sodium tripolyphosphate, and tetrasodium pyrophosphate. These polyphosphates have remarkable properties of water softening and peptizing—a major requirement of these modern time-savers. Other Victor sodium phosphates are used depending on the cleaning job to be done. Giving soap and detergent manufacturers what they want . . . when they want it . . . is a prime objective at Victor. For example, in the New York area, covered hopper trucks now make delivery of sodium tripolyphosphate in as little as five hours from our Morrisville plant. Special service like this is just one more reason why "soapers" know *it pays* to see Victor.
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Products and PROCESSES

Detergent Bar

A water-soluble detergent in bar form consists of sodium sulfate (one part), sodium carbonate (one), and sodium bicarbonate (one), dissolved in five parts of water at 40° to 60°C. The mixture is agitated and poured into demountable molds, allowed to cool, and dried by natural or artificial ventilation. Spanish patent 202,046, July 1952, Santiago Pallares Torruella.

—★—

Liquid Surface Cleanser

A liquid cleanser for stonework, enamel and similar surfaces consists of a mixture of 25 parts by weight of caustic soda, 72 of water, and three of potato meal. The following alternative combinations are suggested: 50-60 parts of soda lye, 37-47 parts of water, and three parts of potato meal; 60 parts of sodium carbonate, 37 parts of water and three parts of potato meal; 70 parts of soda, 28 parts of water, and two parts of potato meal; 25 parts of sodium peroxide, 72 parts of water, and three parts of potato meal. The composition is applied by means of a paint brush and the surface then washed down with water. British patent 672,215, F. Schmid, through *Manufacturing Chemist*, July 1954, page 323.

—★—

Lathering Agents

Strongly lathering, washing agents, shampoos, etc. are made by mixing secondary alkyl sulfates with resinous materials and/or salts of resinous materials. The resinous material may either be dissolved in the alkyl sulfate solution or molten resin may be added to the dry alkaline alkyl sulfate.

In an example a 20 percent solution of a secondary alkyl sulfate is heated with alkali and 30 percent of coarsely granulated colophony (calculated on the sec. alkyl sulfate) stirred in. After cooling the solution is rendered neutral and any other constituents such as glycerol, perfume, or coloring matter are added. A solid washing agent or shampoo is made as follows: a secondary alkyl sulfate in solid form is kneaded with lye and 30 percent molten resin and allowed to stand. Anhydrous sodium pyrophosphate or acid pyrophosphate may also be added to neutralize excess lye and increase the detergent power of the resulting product. Coloring matter and perfume may be added during the kneading process. British patent 650,827, N. V. Dobbelman, through *Manufacturing Chemist*, July 1954, page 324.

—★—

Improved Washing Method

An improved method of washing yarns and fabrics is described. Better results are said to be obtained by including in the emulsions of soap-forming fatty acids a proportion of sulfated acyl alkanolamide and thereafter treating the material with a solution of alkali to generate soap *in situ*. British patent 709557, May 1954, Dutton & Reinisch, London.

—★—

Detergent Effect on Skin

To determine the cause of dermatitis caused by the use of soap and detergents various types of defatted keratin (*stratum corneum*, nails, and hair) were suspended in one percent or 10 percent solutions of soap or detergent products for two hours at 40°. All products employed in the experiment are in common household use. Determination of the exposed sulfhydryl group showed that water, even at pH 9.5 or higher, had a minimum effect; "Phisoderm" and "Dreft" gave slight exposure of SH groups, "Oxydol," "Surf," and "Fab" the highest. For all detergents except "Spic and Span" the buffering effect of the keratin was sufficient to lower the pH to the acid level. The alteration of the molecular structure of keratin may be an important mechanism in the production of dermatitis. E. J. Van Scott and J. B. Lyon (Univ. of Pennsylvania) *J. Invest. Dermatology* 21, 199-203 (1953), through *Chem. Abstracts*, vol. 48, page 9723.

—★—

Whiteners Built into Soap

Soaps, detergents, and other domestic laundering agents are improved by incorporation of optical whiteners. Fluorescent products used include methyl umbelliferone derivatives, diaminostilbene, benzimidazole, thiazole, imidazolines, aminocoumarin, etc. In an example a mixture of powdered soap (50), sodium carbonate (20), sodium bicarbonate (10), sodium silicate (15), and trisodium phosphate (three) is homogenized. The product is used in the form of flakes, grains, or after molding. Spanish patent 202,271, Oct. 1952, Enrique Bernat Serra.

—★—

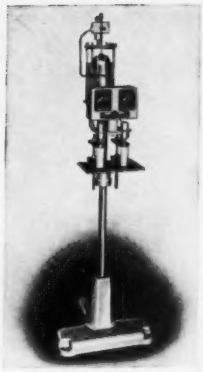
"Gardol" Patent to C-P

Colgate-Palmolive Co., Jersey City, N. J., recent obtained U. S. patent 2,689,170 covering toothpaste and allied preparations containing sodium N-lauroyl sarcosinate. The patent was granted last month. The ingredient, trade-named "Gardol", has been used in the firm's dental cream for about a year. Colgate has already received patents in several foreign countries and has applications pending in others.

—★—

Emery Plasticizers Book

Emery Industries, Inc., Cincinnati, recently announced a new, completely revised edition of a booklet on its line of "Plastolein" plasticizers. Complete descriptions and specifications of Emery's line of monomeric and polymeric plasticizers are contained in the booklet, which bears the title "Plastolein Plasticizers." The 32-page booklet also presents performance data, including an appraisal of such factors as low temperature flexibility, volatility, water extraction, oil extraction, heat stability and light stability. Booklets are available by writing to Emery Industries, Dept. 5, Carew Tower, Cincinnati 2, O.



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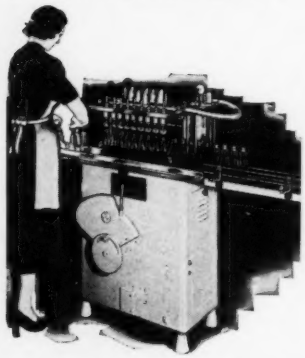

Model B-49 Straightline Vacuum Filler handles any liquids. Quick changeover for all container sizes (AGST to gallons). For operation with or without discharge conveyor. Simple hand lever operation for multiple filling of up to 9 containers at a time, otherwise completely automatic. Filling is uniform, clean and fast. Write for Bulletin B-49.

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Model B-2 Vacuum Filler handles any liquids; all containers ranging from AGST finishes to containers 4½" dia. Four container holding cups enable continuous filling of two containers at a time. Product supply is automatic. Portable. Ideal standby for peak loads. Write for Bulletin B-2.

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Model B-2

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NEW Patents

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The data listed below is only a brief review of recently issued pertinent patents obtained by various U. S. Patent Office registered attorneys for manufacturers and/or inventors. Complete copies may be obtained direct from Lancaster, Allwine & Rommel by sending 50c for each copy desired. $1.00 for Canada. They will be pleased to give you free preliminary patent advice.

No. 2,686,761. Detergent Product Having Milled Soap Properties, patented by Ralph H. Ferguson, Springfield, and Francis B. Rosevear, Cincinnati, assignors to Procter & Gamble Co., Cincinnati. The patent discloses the process of preparing a detergent product of milled soap properties from a mixture of water, soap-compatible sodium salt possessing the power to "salt out" molten neat soap in the kettle and a soap of a fat stock of iodine value above 25 not more than 40% of the combined fatty acids of which are saturated and of less than 16 carbon atoms and at least 20% of the combined fatty acids of which are saturated and of from 16 to 22 carbon atoms, the steps which comprise (*a*) adjusting the salt content of the mixture to from 1% to 12% and the water content to from 20% to 40% by weight, said contents being so related that milled soap properties are producible in the mixture by kneading, shearing and compacting treatment under pressure at temperatures below its solidification temperature, and (*b*) subjecting said adjusted mixture in the plastic solid condition to kneading, shearing and compacting treatment under pressure at a temperature within the range of about 80° to about 125° F. and such that the mixture is below its solidification temperature and below that at which neat soap can exist in stable equilibrium in the system but above the temperature at which it becomes brittle, whereby a product is produced the soap in which is waxy, translucent and predominantly in the beta phase.

No. 2,686,193. Process for Treating Glyceridic Oils and Fats, patented by Byron M. Watson, El Monte, Calif. In the method of treating crude glyceride oils and fats to remove the non-oil impurities by the hydration of said impurities the patent covers the steps which comprise treating the crude oil or fat obtained chiefly from the extractor and which has not been subjected to any substantial centrifuging or refining operation by injecting dry steam into the oil or fat at relatively small proportions and at a relatively low temperature to precipitate the hydrated non-oil constituents, and separating the hydrated non-oil constituents from the oil.

No. 2,685,388. Soap Antibridging, patented by Charles S. Steiner, Homewood, Ill., assignor to Swift & Company, Chicago. Patented is a spray drier having the combination of a chamber means for receiving a particular material, said chamber means having an opening in a bottom portion thereof through which said particulate material is discharged, a rotary member below said opening to move said particulate material from the chamber means, said rotary member having a central portion with a plurality of material handling projections thereon with spaces between said projections, and a device for preventing said material bridging across said opening, said device including a resilient rod means projecting downwardly within said chamber means, the upper end of the rod means being mounted from said chamber means in a relatively rigid position, with the lower end of the rod means extending below the top of said projections and into the space therebetween and spaced from said central portion and said projections when said space defined by said projections is below said opening whereby as the rotary member moves said projections will contact said lower end to move said lower end toward one side of the opening, and a bumper attached to one of said means and projecting toward the other of said means above the lower end of the rod means, said rod means being sufficiently short to slip by said rotary member after said bumper has contacted said other means.

No. 2,687,365. Warfarin Rodenticide Bait Composition and Process of Making Same, patented by Karl Paul Link, Middleton, Wis., assignor to d-Con Co., Chicago. Patented is a multiple dosage type rodenticide composition comprising cereal grain coated and impregnated with 3-(α-acetonylbenzyl) -4-hydroxycoumarin, said grain being provided with a coating of mineral oil covering said 3-(α-acetonylbenzyl) - 4 - hydroxycoumarin coated and impregnated grain, and an external coating of corn syrup solids covering said mineral oil coating, said composition containing at least 0.025% 3 - (α - acetonylbenzyl) - 4 - hydroxycoumarin by weight on the dry substance basis.

3. The process of preparing the composition of claim 1 which comprises spraying the cereal grain with an ethanol solution of 3-(α-acetonylbenzyl)-4-hydroxycoumarin, drying the sprayed grain, spraying the dried grain with mineral oil, then spraying the resulting oil coated grain with a corn syrup solution, and then drying the grain.

No. 2,687,420. Process for the Neutralization of Sulfonated Products Suitable as Detergents, patented by Robert Francis Brady, Earlwood, New South Wales, Australia, assignor to Colgate-Palmolive Co., Jersey City, N. J. A process is disclosed for the neutralization of an acid mixture containing a sulphonated organic product selected from the group consisting of organic sulfonic acids and sulfuric acid esters together with excess sulfonating agent to prepare a salt of the sulfonated organic product substantially free of inorganic salt which comprises feeding separate streams of said acid mixture and neutralizing agent into a solvent solution containing water and organic solvent, the rate of feed of the stream of neutralizing agent being proportioned to the rate of feed of the stream of acid mixture such that the resultant neutralization reaction mixture remains substantially neutral, said water and organic solvent being present in sufficient amounts whereby two immiscible liquid phases form, one of said liquid phases having substantially all the neutralized sulfonated organic product dissolved therein and the other liquid phase having substantially all the neutralized excess sulfonating agent dissolved therein, and separating the said liquid phases.

No. 2,688,031. Hydroxylation of Fatty Materials, patented by Roger L. Logan, Elkins Park, Pa., assignor to Kessler Chemical Co., Philadelphia. The method of converting unsaturated fatty materials having from 11 to 22 carbon atoms to polyhydroxy compounds is disclosed which comprises subjecting to anodic oxidation in an electrolytic cell and aqueous sulfuric acid solution having a range of concentration of from 65% to 75% sulfuric acid to form persulfuric acid, immediately reacting the thus formed solution with the selected fatty material at a temperature within a range of from 10°.C. to 50° C., agitating the reaction mixture and separating out the formed fatty material, and subjecting the formed fatty material to hydrolysis, spent persulfuric acid being regenerated to persulfuric acid in the anodic chamber of the electrolytic cell.

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SOAP PLANT Observer

By John W. McCutcheon

THE first World Congress on Detergents held at the Sorbonne, Paris, France, Aug. 30-Sept. 4 has come and gone, and now a few observations can be made. From a European point of view it was a marvel of organization and highly satisfactory. From a British and American point of view it was anything but satisfactory, if one were to judge from the opinions expressed to the writer on numerous occasions. The reason for this principally was caused by language difficulty, although there was considerable effort made to overcome this, and it is the writer's opinion that the when cost is considered, the committee did a good job.

Registration was over one thousand, with representatives from thirty two nations, of which approximately 120 were from Great Britain, and 40 from the United States, and one from Canada. Two hundred and nine papers were given.

All meetings were held at the Sorbonne in about a dozen large lecture rooms. Most of the papers were in French, although some sections had translators on the platform who followed the main speaker with the appropriate translation either French to English, or vice versa. Unfortunately, as mentioned above there were not quite enough to go around.

The papers were classified in four parts under seventeen sections and one only has to look over the "Classification Bulletin" to see what

a tremendous job the Committee of Organization really did. The writer was honored, along with a long list of others as being on the "Committee of Honor." This means simply that you had your name printed without having to work for it. But it was a thoughtful gesture and one which was appreciated by all so honored.

One difficulty of the meeting is at once apparent from the number of papers given — how to be in twelve places at once! A schedule was worked out by the writer, but at best he could only hear a dozen or so papers given in the three afternoon sessions. These sessions were from 3 to 6 P. M. The morning sessions were given over to organization discussion and a few papers or discussions which might be considered of general interest to more than one section.

A feature of the morning session which was good, was the simultaneous translation and broadcast of the discussions by means of short wave receivers worn in the breast-pocket and having ear phones attached. Unfortunately this service was limited to the Richelieu Amphitheater because a rather elaborate inside aerial, plus a broadcasting booth were required. The system was capable of handling four languages at one time, by sliding a contact on the receiver to any one of four positions. Only French and English were used at the conference, except for special announcements. Perhaps this system is the same as that used at the United Nations in New York, but for the record and for those who may be organizing future conferences of this kind, the equipment is available from the "Societe Internationale d'Interpretation Simultanee, 23, Avenue des Champs-Elysees, Paris 8.

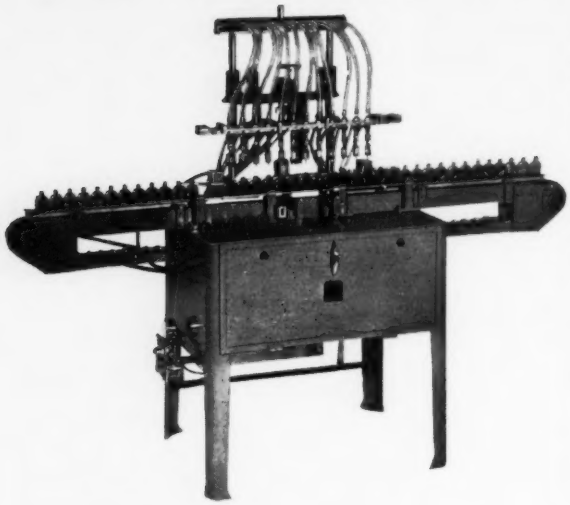
One very unique feature of the meeting and which showed the care taken in organization was the presentation on registration of a plastic briefcase containing all the essential information about the Congress, including tickets for the receptions, etc. For example, there was the Bulletin of Information listing all the papers under section number plus general information regarding the program and organization members. A blue bulletin on "General Information" giving the organization committees on each section, the room of meeting and an alphabetical list of all registrants.

In case anyone is checking on the writer — look under "C" not the M's. The French apparently are allergic to the Mc type of classification.

There was also the inch-thick

Morning meeting Aug. 30 in the Grand Amphitheater at the Sorbonne.

"PERL" fully automatic
STRAIGHT LINE BOTTLE FILLER
for the smallest & largest bottler



fills different shape and size bottles without a change in parts

Fully automatic in operation — no operator required — machine pays for itself in labor savings. By a simple adjustment, it takes only minutes to change from ½ ounce to 8 ounce bottles or from 8 ounce to 32 ounce bottles, or from 16 ounce to 1 gallon bottles with this new filling machine. No parts! No expert! Anyone can do it.

In addition to this important money-saving feature, the Perl Straight Line Bottle Filler offers these advantages:

- **LOWEST COST** — lower than most machines of comparable speed and versatility. And there are no additional parts to buy for filling different size or shape bottles.
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- **MINIMUM MAINTENANCE** — risk of damaged filling spouts or broken bottles is eliminated because of standstill filling.
- **EASY CLEANING** — without taking apart filling valves or other parts.

These advantages mean lowest filling costs for you. No matter what liquids you bottle, you can get all these features only in the Perl fully automatic straight line bottle filler. Write for complete details today.

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Bottle Filling • Tube Filling & Closing
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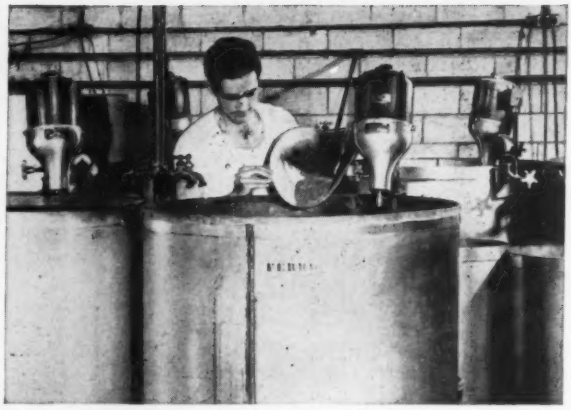


YOU CAN MIX large batches to uniformity, rapidly, with a LIGHTNIN Portable Mixer. Thirty models. Sizes ⅛ to 3 HP.

Quick, easy way to mix specialties

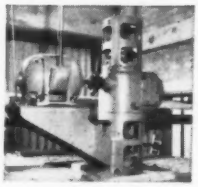
Here's how you can convert any open tank or container into an efficient mixing vessel for fluids—at low cost.

Just clamp the proper LIGHTNIN Portable Mixer on the vessel. Connect it to power. Start mixing!

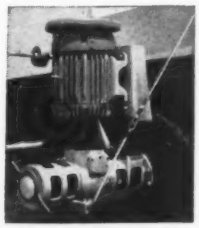
Why this way is better—The powerful propeller stream *sweeps* the tank bottom, *tumbles* the batch over and over rapidly while *rotating* it, to give you thorough, uniform mixing in least possible time. You never need baffles in the tank with a LIGHTNIN Portable.

You get years and years of service from LIGHTNIN Mixers. Ball bearing motors and many other refinements keep them on the job, with very little attention. Hundreds of LIGHTNINs have been in service 20 years and more. *Fully guaranteed.*

Get the facts now on fluid mixing that gives you these advantages, without risking a penny. Call in your LIGHTNIN representative today. You'll find his name in your office copy of Thomas' Register.



MIX LARGE VOLUMES quickly, thoroughly—at fully predictable rates—with turbine-type LIGHTNIN Mixers, for open or closed tanks. Hundreds of power-speed combinations. Sizes 1 to 500 HP.



BLEND, SUSPEND, DISPERSE in large tanks with LIGHTNIN Side Entering Mixers. Cut maintenance costs, with choice of easy-to-repack stuffing box, or mechanical shaft seal that eliminates repacking entirely. Sizes 1 to 25 HP.

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book on "Summaries of Papers" classified numerically. Each paper is abstracted in French and English. The cost of the printing of this book alone must have exceeded the registration fee. It was very valuable to everyone. The complete papers in their original language will be available within two months at a cost of 4500 French francs, although the figure should be checked as the writer is quoting purely from memory. Write to M. M. M. Butre, the General Secretary, 70 Champs-Elysee, Paris 8, for more information.

Perhaps, several small comments may be introduced here which would benefit future conferences of this kind. It is suggested that the number of the papers being given be prominently displayed from the platform so that persons entering the lecture room would know instantly what was going on. It is also suggested that the papers be more factual. The tendency to give papers in general terms only defeats the real purpose of the conference, — namely the exchange of new ideas. The language difficulty has already been discussed.

The following papers represented subjects of particular interest to the writer:—

47—"Rapid Method of Evaluating Detergency by Means of an Ultrasonic Transducer," — W. Craig White, U. S. Army, Natick, Mass., U. S. A.

49—"Determination of Detergent Foam Power,"—H. Machemer and K. Heinz, Sunlight Gesellschaft, Mannheim, Germany.

63—"Present Day Trends in the Manufacturing of Fatty Alcohols with Sodium,"—E. Hug, Sinnova, France.

68—"Method of Continuous Sulfonation,"—M. Ballestra, Meccaniche Moderne, Italy.

70—"Sulfated and Sulfonated Alkylarylsulfonamides,"—J. T. Eaton, E. F. Houghton, Philadelphia.

198—"The Use of Active Agents in Concrete and Cement Mortars," W. J. Wilson, Imperial Chemical Industries, Manchester, England.

Section 4 showing typical meeting room. Left to right. Speaker for one of the papers, unidentified, Mr. Hug; Dr. Vaughn, chairman and Mr. Thiria.

203—"World Markets for Synthetic Detergents,"—N. G. W. Luitsz, Shell Petroleum Co. Ltd., London, England.

To present any data from these and other papers given would only cause confusion. Later, when the full papers are available, some impressions of them will be recorded in this column.

One of the important things gained from any conference, of course, is the personal discussion between members at the various receptions and plant visits. A visit to Sinnova for example was most enjoyable. Here a continuous sodium reduction plant for fatty alcohols was inspected. Although the writer was unable to make the Shell tour, he understands it was a very fine trip and of particular interest was the "Teepol" sulfonating plant, according to those who did go.

It would not do to close these comments without mentioning by name the persons most responsible for the conference, — namely Professor Trefouel, director of the Pasteur Institute, who was president, Dr. J. P. Sisley, the Secretary General of the Scientific Committee and Mr. Butre, Secretary General of the Organization Committee, Dr. Thomas H. Vaughn, technical director of Colgate-Palmolive Co.,

Von Blinoff (right), president, American Alcolac Corp., Baltimore, is shown recently in Paris, France, with Serge Giers (left), technical director of Alcolac. Mr. Blinoff presided at the section on Mechanical Industry-Metallurgy at the First World Congress on Surface Active Agents, held in Paris, France recently. Alcolac manufactures synthetic detergents for household products, cosmetics and industrial uses.

Jersey City, N. J., was chairman of the very important section 4 on Materials of Construction and Dr. Vova Blinoff, vice-president of American Alcolac Co., Baltimore, was chairman of Section 11 on Metal Cleaning.

Other Americans who took part on the program included D. N. Eggenberger, C. W. Haerr and H. J. Harwood from Armour & Co., Chicago; A. M. Gaudin, Massachusetts Institute of Technology, Cambridge; J. Kritchevsky and H. L. Sanders, Ninol Laboratories, Inc., Chicago; K. Phansalkar and R. D. Vold, University of Southern California, J. E. Seymour, Illinois Farm Supply Company, Collinsville, Ill.; E. I. Valko, director of research, Onyx Oil & Chemical Co., Jersey City, N. J., and A. Veirs, Armour & Co., Chicago.

Last month the writer thought he would be writing this from Switzerland! Correction — it's from The Haag, Holland — and what a delightful country!

ACS ON DETERGENTS

(*From Page 49*)

Dunning, Surface Chemistry Laboratory, Petroleum Experiment Station, Bureau of Mines, Bartlesville, Okla., before the division of physical and inorganic chemistry.

The program of the agricultural and food chemistry division included a paper by E. P. Ordas, Victor C. Smith, and Charles F. Meyer of Velsicol Corp., Chicago, who maintained that "no hazard or threat to the nation's health" results from "practical applications" of chlordane and heptachlor on foods. Other papers presented before the division included "Colorimetric and Radioassay Determinations of DDT and its Metabolites in Resistant House Flies" by A. S. Perry, J. A. Jensen, and George W. Pearce, Communicable Disease Center, Public Health Service, Savannah, Ga.; "Toxicity of Certain Chlorinated Hydrocarbon Insecticides with Special Reference to Aldrin and Dieldrin" by Joseph F. Treon and Frank P. Cleveland, Department of Preventive Medicine and Industrial Health, College of Medicine, University of Cincinnati; "Toxicity and Antidotal Studies on an Anticoagulant Rodenticide, Pival," by J. R. Beauregard, T. W. Tusing, and R. F. Hanzal, Hazleton Laboratories, Falls Church, Va.

Trifluoro norvaline, a new chemical compound which "completely retards" the growth of a common strain of bacteria in the test tube was described in a paper presented by Donald F. Loncrini, Melvin Baum, and Harry M. Walborsky of the Florida State University before the division of biological chemistry. As a key fits into a lock, the fluorinated amino acid fits into the germ cell at a spot where a vital amino acid would normally go, the authors pointed out. But because the substitute "key" is not a vital amino acid, the germ is deprived of nourishment and dies. One part of trifluoro norvaline to 4,000,000 parts of bacterial culture is said to retard the growth of the test bacteria.

New techniques in first aid for accidental exposure to phosphorus insecticides were described by Gustave Freeman of the Chemical Corps Medical Laboratories, Army Chemical Center, Md., before the division of water, sewage, and sanitation chemistry.

— ★ —

Lentheric Names Two

Lentheric division of Olin-Mathieson Corp., Baltimore, recently announced the appointment of R. K. Meffen as general sales manager and of Carl Miller as sales manager of industrial odorants.

NEW TRADE MARKS

(*From Page 87*)

Huston, Inc., Coral Gables, Fla. Claims use since March 1, 1954.

Kitty Care—This for flea powder. Filed May 6, 1954 by House of Huston, Inc., Coral Gables, Fla. Claims use since March 1, 1954.

Sol-O-Sheen—This for silicone preparation for cleaning, polishing and providing a protective coating for windows, mirrors and other glass, metal, tile and porcelain surfaces. Filed Feb. 3, 1954 by Superior Products Co., Dallas. Claims use since Jan. 18, 1954.

Bravo—This for insecticide. Filed May 10, 1954 by Grant Engineering & Chemical Co., Los Angeles. Claims use since Apr. 2, 1954.

M S Co—This for fungicides and insecticides. Filed May 20, 1954 by Mushroom Supply Co., Toughkenamon, Pa. Claims use since Sept. 1942.

GOURIELLI—This for brushless, and lather shave creams. Filed June 25, 1953 by Gourielli, Inc., New York, now by merger H. R. Laboratories, Inc. Claims use since on or about May 1941.

FIND—This for a bar soap and a liquid detergent. Filed March 9, 1953 by The Andrew Jergens Co., Cincinnati. Claims use since Feb. 12, 1953.

Dish-a-Way—This for detergent for cleaning tableware. Filed Sept. 9, 1953 by Deko Chemical Co., Hawthorne, Calif. Claims use since Aug. 14, 1953.

WHITE KING Cocoa LEMON—This for soap. Filed Nov. 30, 1953 as to "Cocoa Lemon," by Los Angeles Soap Co., Los Angeles. Claims use since Jan. 12, 1931; and since Oct. 1, 1919 as to "White King."

Flo-ex—This for drain cleaner. Filed Jan. 11, 1954 by John H. Greer doing busines as Flo-Ex Chemical Co., Quincy, Ill. Claims use since Dec. 1, 1953.

Sergeant's—This for soap, liquid stain remover, dog shampoo, dry cleaner and liquid insecticidal preparation for cleansing and deodorizing dogs. Filed Dec. 7, 1953 by Polk Miller Products Corp., Richmond, Va. Claims use since Dec. 1885.

Rite-o-way—This for herbicides for non-agricultural use. Filed Feb. 4, 1953 by Allied Chemical & Dye Corp., New York. Claims use since June 12, 1952.

OPTIKLEER—This for antifogging fluid for glass surfaces. Filed Dec. 29, 1953 by H. W. Hoyt Co., Berea, O. Claims use since March 3, 1953.

SANI-DETH—This for chemicals for insect control, moth proofing and fumigation. Filed Nov. 25, 1953 by Morris Grossman, doing business as The General Sanitationists, Philadelphia. Claims use since May 1939.

NO-MO-SKEETS—This for wick type fume dispenser containing insecticide. Filed March 15, 1954 by Flexible Carbon Products, Inc., Miami. Claims use since Feb. 26, 1954.

cleo—This for wave shampoo. Filed Feb. 10, 1953 by Cleo Beauty Products Co., Boston. Claims use since Jan. 20, 1953.

CORONET—This for shampoo. Filed April 28, 1953 by Mennen Co., Morristown, N. J. Claims use since Dec. 30, 1952.

Magnus SYN-DET — This for cleaners for industrial and household use. Filed Dec. 8, 1953 by Magnus Chemical Co., Garwood, N. J. Claims use since Nov. 18, 1953.

VEL-TONE—This for dry cleaning soaps and detergents. Filed Dec. 22, 1953 by Vel-Tone Products Co., Atlanta, Ga. Claims use since on or about April 1, 1953.

IT'S MAGIC—This for liquid, non-inflammable cleaner for upholstery, rugs, painted surfaces and windows. Filed Dec. 23, 1953 by It's Magic, Inc., Minneapolis. Claims use since on or about Aug 10, 1953.

Chemical Specialties

Announcing . . .

ANNOUNCING the 41st annual meeting of the Chemical Specialties Manufacturers Association and the completion of 40 years of service to the manufacturers of floor waxes, insecticides, disinfectants, deodorants, soap and detergent specialties, aerosols, automotive specialties and other chemical specialties for household and industry . . .

To be held at The Hotel New Yorker, New York, December 6-8, 1954. Leaders of the industry, large and small alike, from all parts of the country will attend.

If you want further information, communicate with

H. W. HAMILTON, *Secretary*

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Chemical Specialties Manufacturers Association, Inc.

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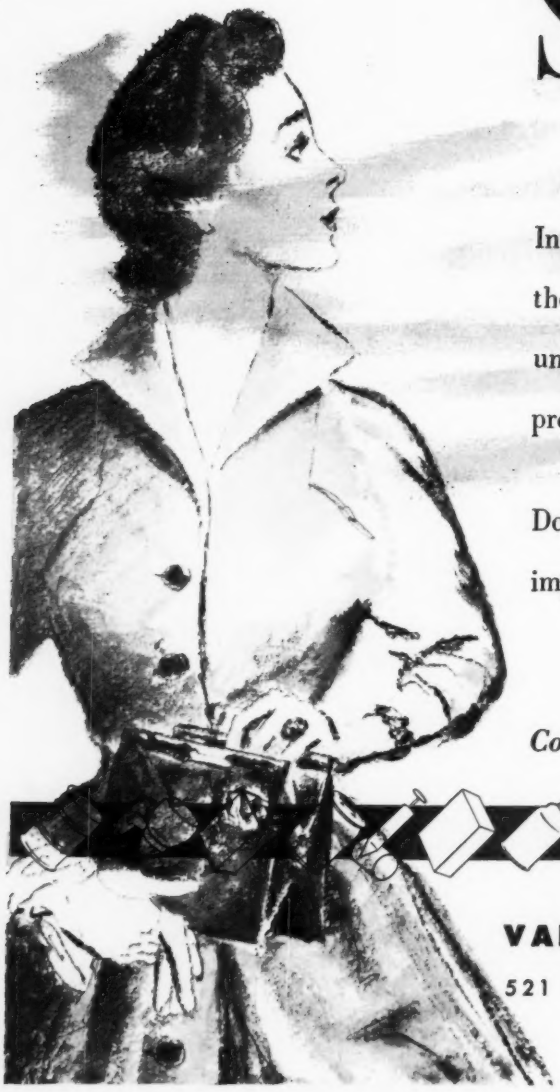

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Don't ignore odor — improve it, and improve sales.

Consult those who know odor best.

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NEW EXCLUSIVE SPECIALTY
unlike any other floor wax

AMAZON® Germicidal* FLOOR WAX

AMAZON GERMICIDAL FLOOR WAX

The first and only FLOOR WAX that...
makes floors "GERM-FREE"
makes floors "JEWEL-BRIGHT"

Germicidal*
AMAZON
KILLS MOST HARMFUL GERMS
Non-Rubbing - Non-Scuffing
FLOOR WAX
FOR USE ON ALL FLOORS: LINOLEUM, ASPHALT TILE, RUBBER TILE, CONCRETE, PAINTED OR VARNISHED WOOD, TERRAZZO, ETC
Dries to an Amazing Lustre

AMAZON GERMICIDAL Floor Wax is a new, high quality wax that actually kills germs as it polishes floors. The active germ-killing ingredients in AMAZON were developed by the Trio Chemical Works from an exclusive formula, protected by patent in the U. S. Patent Office.

When tested by an independent testing laboratory, AMAZON proved its effectiveness by killing 99.5% of floor germs on contact. The germicidal action of AMAZON provides a completely new and different sales "plus". Especially created to both sterilize floors and bring them to a high polish, AMAZON is a specialty among floor waxes.

Only AMAZON GERMICIDAL Floor Wax offers all these selling advantages:

- **Kills germs on contact**
- **Makes floors safe for babies**
- **Non-rubbing—self-polishing**
- **Non-scuffing—dries to a high lustre**
- **Non-slipping—awarded UL Seal of Safety**
- **Water-resistant**
- **Non-inflammable**
- **Harmless to skin, pets and people**
- **Neutral tone—will not darken or discolor floors**
- **Unconditionally guaranteed**

This item affords exceptional sales opportunities for sanitary supply and maintenance dealers. Important areas available nationally for exclusive distributors.

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Roots and All!

No Mixing-
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Pressure Products of Thompson Chemicals
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Spray the leaves, kill the roots! Dandelions, plantain, pigweed, ragweed and other pesty broadleaf weeds are all destroyed by WEED A BOMB.

The pressurized container used for WEED A BOMB is Crown SPRA-TAINER, world's original and leading lightweight propulsion can.

"Modern Design" and "No Top Seam, No Side Seam" construction are exclusive Crown-engineered features of SPRA-TAINER which make it *sell*. All other cans in Crown's Complete Line are similarly distinguished by a difference in quality of design and construction which means more sales for the products they carry. Let us guide you to Profitable Packaging. Start by asking a Crown Sales Representative to call!

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A favorite material

in hundreds of industrial plants

Piccolyte

the versatile synthetic resin

PALE COLOR—Exceptionally light-colored hydrocarbon resin.

NEUTRAL—Low acid number—unsaponifiable.

ECONOMICAL—Low in first cost and soluble in low-cost petroleum solvents.

LOW-COST—Made by modern process that permits low selling price.

PERMANENT—Stable and non-yellowing—unaffected by alkalies and salts.

WATERPROOF—Piccolyte resins are unaffected by water or moisture.

MANY GRADES—Standard and special grades in melting points from 10° C to 135° C.

Physical and Chemical Properties—Standard Grades

Grade Number	*Melting Point ± 3°C*
S-10	10° C
S-25	25° C
S-40	40° C
S-55	55° C
S-70	70° C
S-85	85° C
S-100	100° C
S-115	115° C
S-125	125° C
S-135	135° C

The properties of PICCOLYTE RESINS are:

COMPOSITION—Composed essentially of polymers of pinenes, predominately beta pinene.

ACID RESISTANCE—Inert to dilute acids.

ALKALI RESISTANCE—Unattacked by 10% solutions of alkalies.

SALT RESISTANCE—Unattacked by salt solutions of varying pH.

HEAT RESISTANCE—When held at 600° F for six hours no darkening in color was observed.

SAPONIFICATION—Saponification number approximately zero.

ACIDITY—A neutral resin, acid number approximately zero.

SPECIFIC GRAVITY—Has low specific gravity, varying with melting point between 0.98 and 1.00.

THERMOPLASTICITY—A readily thermoplastic resin.

MELTING POINTS—Various melting points available from 10° C to 135° C on the Ball and Ring softening point method. (Tolerance, 3° C).

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ASH—Less than 0.1%.

FORM—Solid.

PACKAGE—Solid grades in light gauge drums; plastic grades in heavy, open-head drums.

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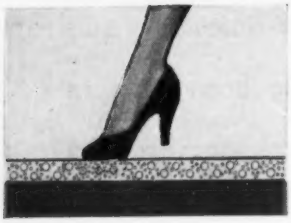

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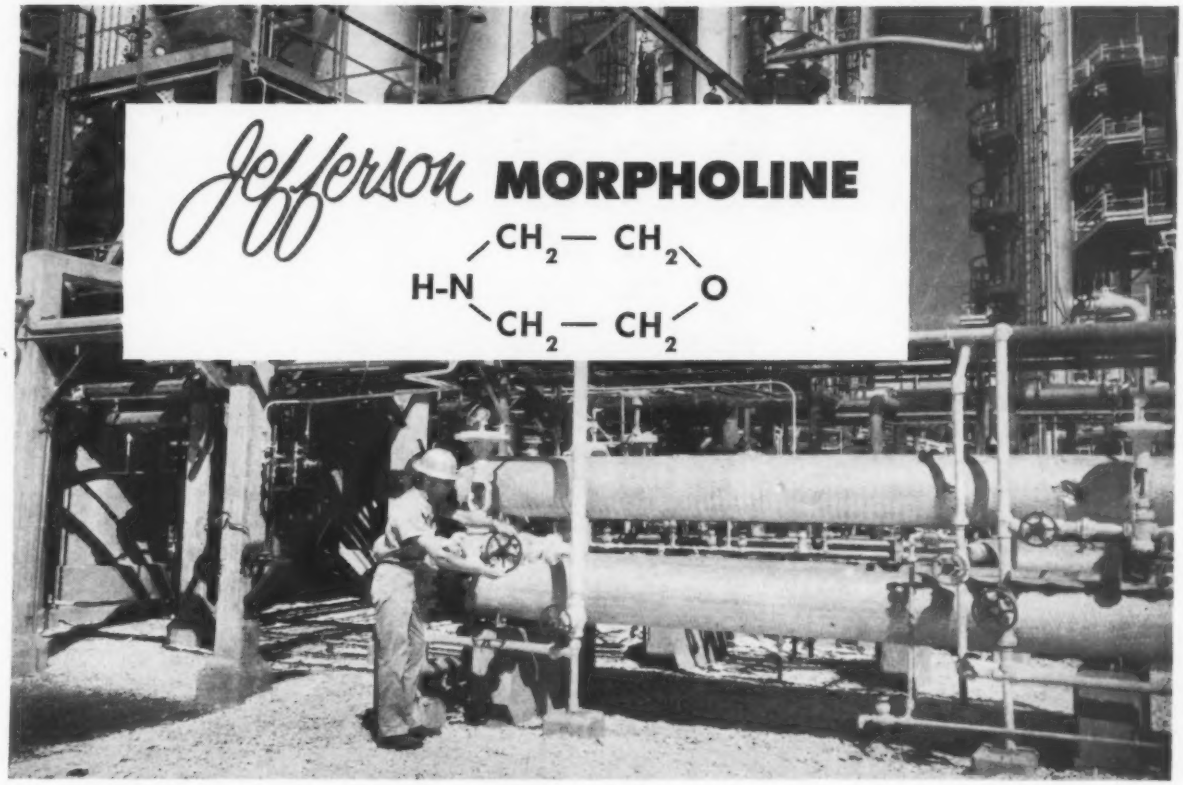

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IBP	125.0 min.
DP	132.0 max.
Purity, wt. %	98.0 min.
Specific gravity, 20/20C.	0.999-1.004
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Suspended matter	Substantially free

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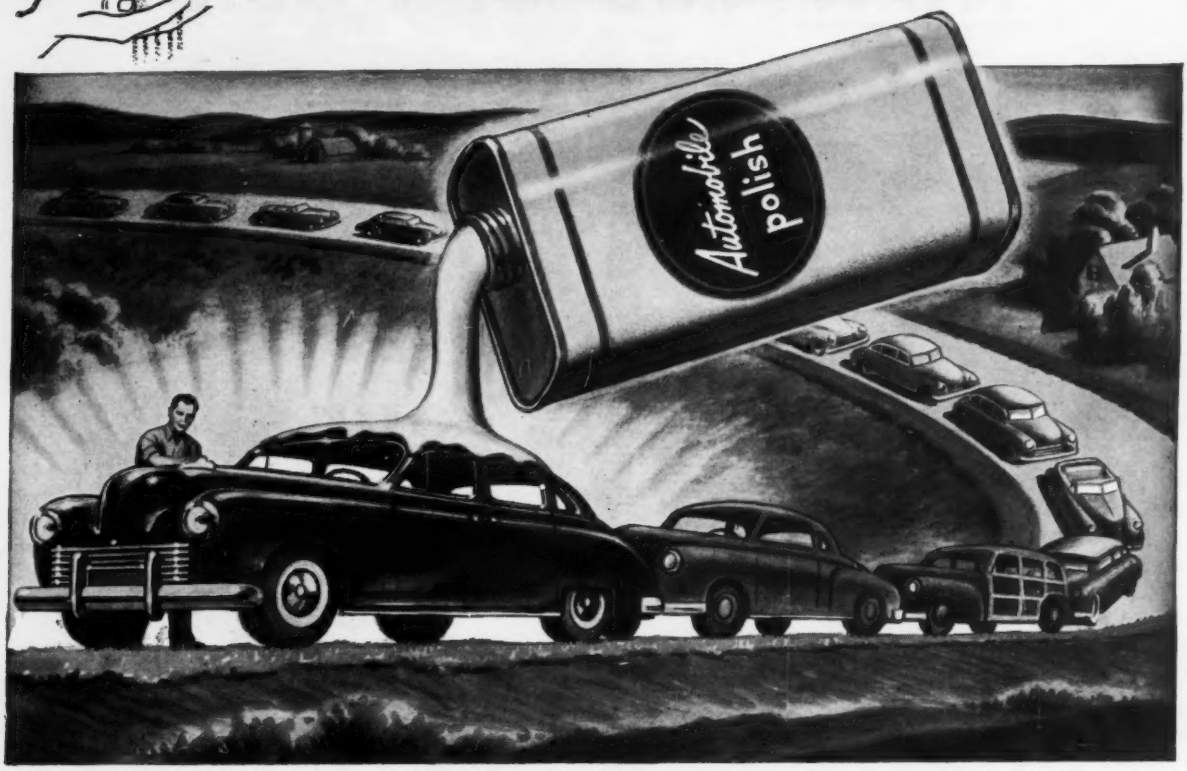

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No. 5 of a series

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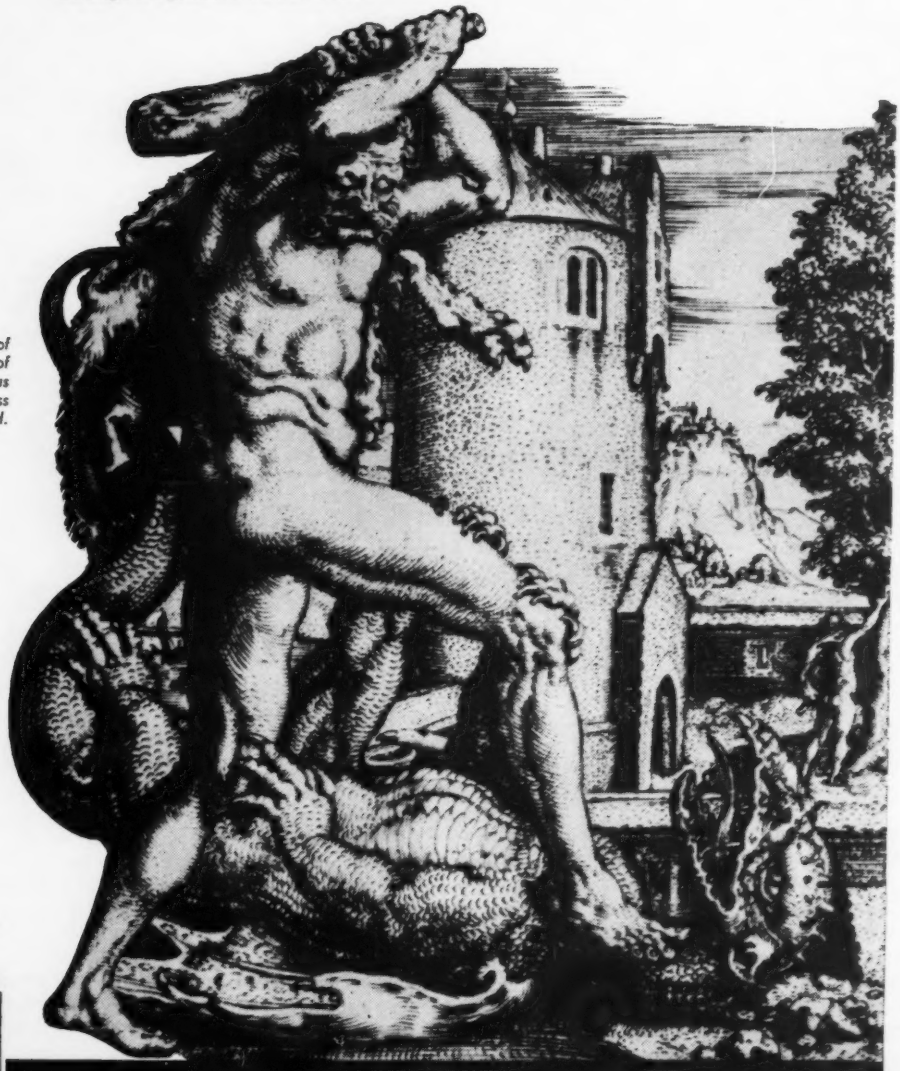

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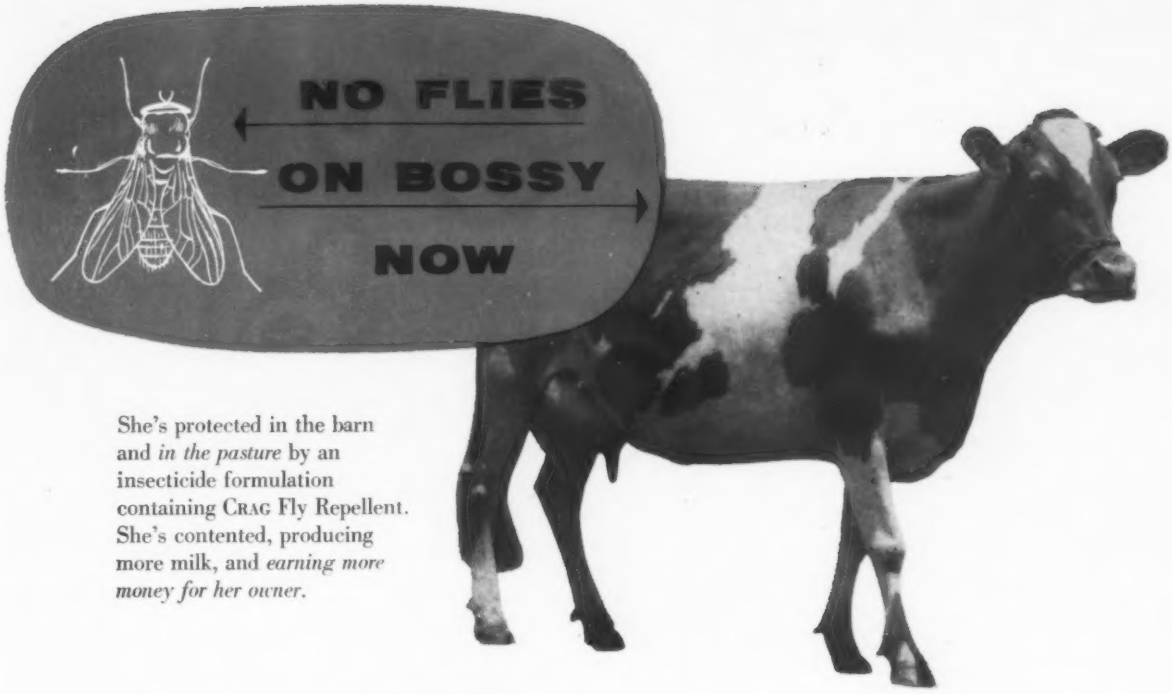

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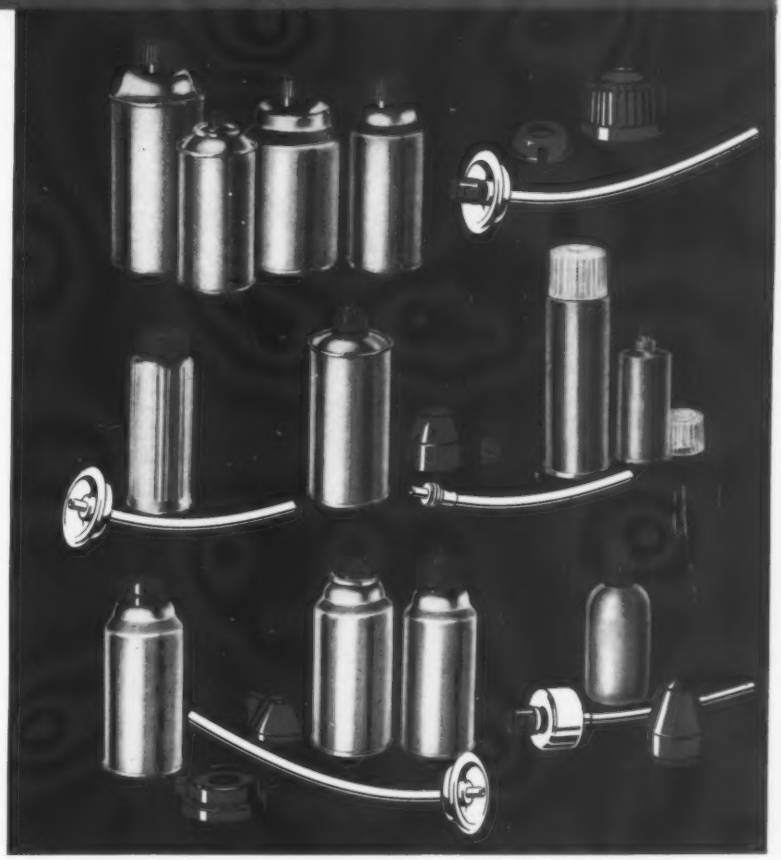

• So widespread has been the public acceptance and demand for self-dispensing packages equipped with colorful Precision valves, that new type products and additional brands are added daily to the long list enjoying the plus values offered by Precision. To keep pace with this tremendous growth, Precision's production and research are continually expanding both here and abroad so that your package may have the merchandising and technical advantages of a Precision valve regardless of the product, container or filling method involved.

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DESIGN . . . The wide range of Precision valves featuring positive, fingertip operation assures a successful solution to your specific spray characteristic requirements.

CONTAINER . . . Precision has a valve engineered for the aerosol container of your choice plus the widest selection of plastic colors to enhance the beauty of your package.

PRODUCTS . . . Plastic construction eliminates corrosion enabling Precision valves to perform efficiently for all products whether foam, residual or true aerosol.

FILLING METHOD . . . All types of aerosol products with Precision valves, are being filled successfully by pressure as well as refrigeration at the lowest cost.

QUALITY . . . Precision's basic research, production skill, development techniques and 100% inspection of over 100,000,000 time-tested valves is your assurance of high quality.

ECONOMY . . . The highest plant production efficiency, as well as the lowest rejection rates for filled containers, assures maximum economy with Precision valves.

AVAILABILITY . . . The world's largest aerosol valve manufacturing facilities, are combined with the latest production methods and techniques, to give production schedules that assure prompt deliveries.

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Gloss-Grip is a waxless floor finish that provides a traffic surface on all floors that is actually safer and more anti-slip than the original untreated surface. Because it contains no wax, *Gloss-Grip is completely scuff-resistant.*

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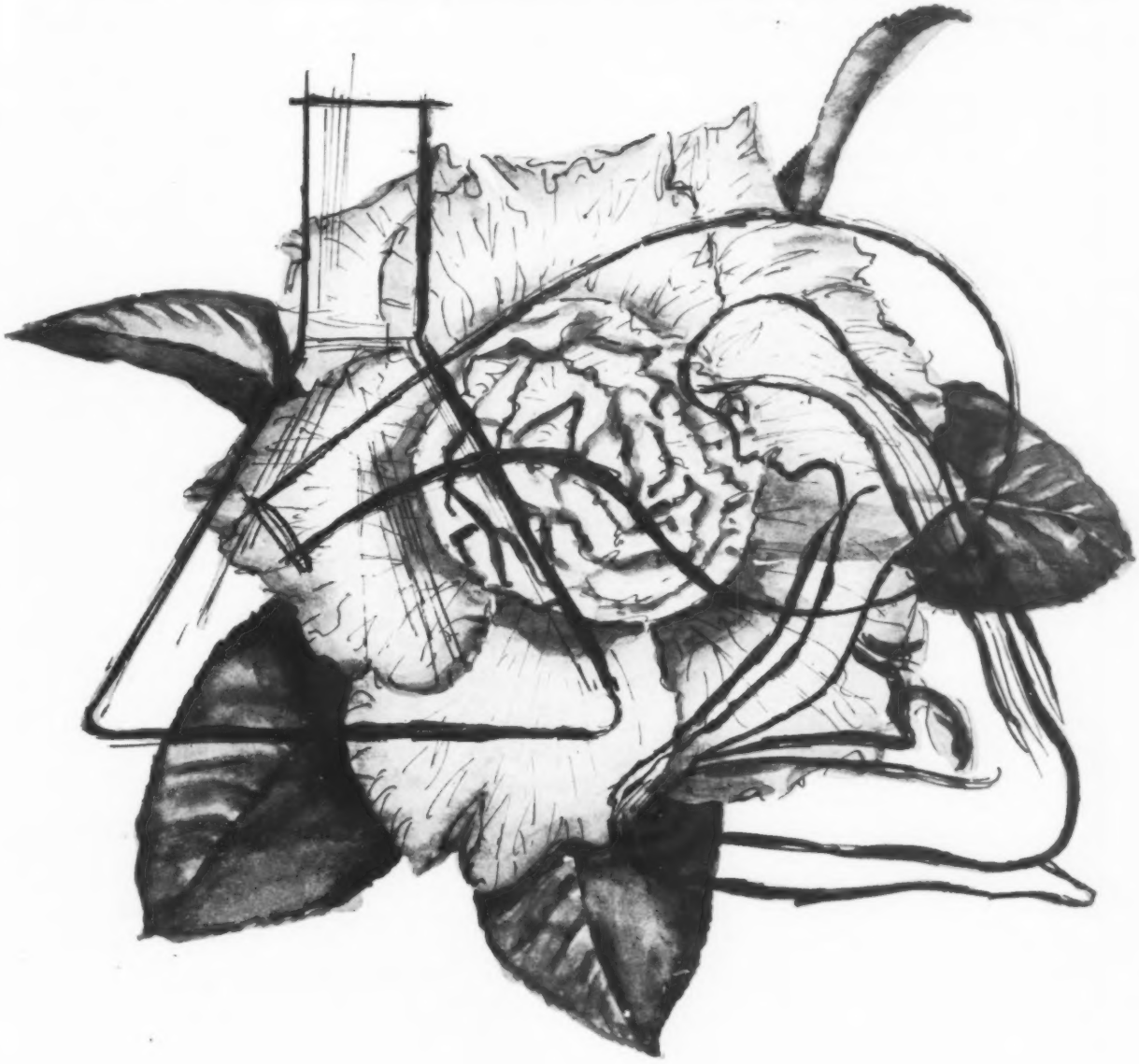

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Insecticide Market

Household and industrial insecticide sales for 1954 will probably exceed $110,000,000 with aerosols making up half of the total

AS the 1954 household insecticide season comes to a close, reports indicate that it has not been one of the best years for the industry. Manufacturers and distributors seem in agreement that 1954 has not been a good insecticide year. One does not have to look far to find the reason, a greatly reduced insect population due primarily to excessively dry weather in most parts of the United States during the period of the main breeding season. Over all, there have been fewer flies and mosquitoes. That, in itself, is enough to affect total sales even though the incidence of infestation of roaches, bedbugs, moths, carpet beetles, and other "household" bugs may have been about average.

Even though 1954 to date may have been classified as "Poor" by a majority of marketers of household and industrial insecticides, the total sales for the year of all products in this classification probably will exceed $110,000,000 at retail. For the first time, sale of aerosol bug killers is estimated to exceed the sale of conventional household insect sprays, that is the type applied by hand sprayer. If advance estimates still stand, aerosols will represent close to half of the total sales of all household insect control products this year.

For some time past, few leading insecticide marketers have been in accord in their ideas as to the extent and trend in the household insecticide market. Outside of the fact that aerosols have taken the field by storm during the past five or six years, little agreement exists. Surveys have been of only minor help in judging the size of the market, mostly because of incompleteness. Accurate census figures are difficult to secure. This may be due chiefly to the fact that in only a relatively few cases are household insecticides the sole or main products of manufacturers in the field. They are manufactured incidental to other chemical specialties, part of a related line.

Quality Trend Upward

SO what is the extent of the household and related insecticide market today? Has it grown over the past five years and if so how much? Have conventional insect sprays and moth specialties gone into an eclipse as a result of aerosol competition? Everybody knows what has happened in the growth of insecticide aerosol sales. But what has been the trend since 1948 in other products?

When the industry harkens back to the days shortly after World War II when DDT was first released for civilian use and the market was flooded with hundreds of phoney insecticides, some containing as little as 1/10 of 1% of DDT and whose labels in large type blatantly stated: "Contains DDT"—it realizes what an "honest woman" the household insecticide of today is compared to some of her sisters of yesteryear. With relatively few exceptions, the trend has been toward better quality products steadily since 1948.

To some extent, this improvement may have been due to the new federal Insecticide, Fungicide and Rodenticide Act passed by Congress in 1947 to replace the old outmoded law, the famous Insecticide Act of 1910. Actually since 1948, the industry has been living and doing quite well under the new law. Enforcement has been strict, but tempered by a close knowledge of the industry, its products and its problems. Common sense in enforcing the law has done much to encourage better insecticides, to give the public more effective and safer products, and to drive the phoneys off the market. On the basis that all insecticides are damned in the public mind for the shortcomings of the fakes, strict law enforcement has in effect been a boon to the industry. For the multiplicity of state laws regulating insecticides, their lack of uniformity, high registration fees and in some cases their arbitrary stipulations, the same cannot be said. With exceptions, they have hindered, and not helped the industry.

Although during the years following World War II, DDT and other chemical insecticides have been credited with saving millions of lives and preventing many more

cases of illness due to insect borne diseases, they have been the victims of bad newspaper publicity of the worst yellow-journal type which possibly tended to reduce their use among nervous and timid people. This has been in spite of a clean bill of health and the plaudits of none other than the U.S. Public Health Service, the U.S. Department of Agriculture, and the World Health Organization. Publicity-seeking doctors apparently have been exploited by less choosey members of the daily press and magazine fraternity. That the nation was slowly being poisoned by DDT and other chemical insecticides, as claimed by these doctors and even by spokesmen for some of the medical societies, has been wholly unsubstantiated. In fact, any such danger has been flatly denied by leading government experts.

For a time, some manufacturers, scared by the clamour, dropped DDT from their formulas and stated prominently on their labels: "Contains no DDT." This in itself was evidence that sales were being hurt by attacks in the press. At the same time, with sales emphasis on safety, a considerable boost was given to pyrethrum and allethrin space sprays.

Decline of Vaporizers

BEFORE going into figures on the general household insecticide market, the rapid rise and decline of the insecticide vaporizer is worth mention. Starting in 1950, these thermo-vaporizers came to market with a rush. They vaporized small quantities of lindane by a heating unit which supposedly was controlled accurately by a thermostat. Many of the units had poor control devices and vaporized too much lindane into closed spaces. They became the center of much controversy and the target of health officials. The good units were damned with the bad and the useful potentialities of these devices were lost. With the advent of 1954, all except one or two are just about off the market.

In 1948, the first reports of fly resistance to DDT threw a scare into the insecticide industry. Later, reports of resistance of bedbugs, roaches and mosquitoes were heard. In 1950, some manufacturers switched to chlordane for their residual products while a trend also toward space sprays was noted. Over the past year or two, the trend seems to be toward a multiplicity of products for various specific household uses, some manufacturers marketing four or five types of products, including aerosols and conventional sprays. Because of the constant threat of misuse of any insecticide by the average householder, some insecticide marketing authorities are not in agreement with the multiplicity of products idea.

Rise in Aerosol Sales

OBVIOUSLY, the chief development of the past five years in household insecticides has been the pressurized package, the aerosol. But it took the low-pressure, low-cost beer can type of container to put aerosols in their present market position. In 1948 when aerosol insecticide "bombs" retailed at $2.95 up to as high as $4.95 for a standard 12 to 16 ounce package, the feeling that aerosols could not make much progress marketwise was well founded. The price was too high.

Household and Industrial Insecticides

(At retail sales value)

1953

	Amount	Value
Liquid sprays	20,000,000 gals.	$40,000,000
(All types,—fly, moth, roach, etc.) in 1948, 15,000,000 gals.		
Stock sprays	5,000,000 gals.	10,000,000
(Oil base only) In 1948, 4,000,000 gals.		
Aerosol insecticides	45,000,000 units	43,000,000
(All types) In 1948, 10,000,000 units		
Moth products	60,000,000 lbs.	24,000,000
(Para, 35,000,000; naphthalene, 25,000,000 lbs.) In 1948, 40,000,000 lbs. total.		
Powders, pastes, all others		3,000,000
(In 1948, $5,000,000.)		
		$120,000,000

It was then that marketers of conventional insect sprays looked upon the aerosol as a flash in the pan. At that time, a pint of high grade regular insect spray could be bought for 49c retail or less.

Along with the low-pressure can came improved formulations, propellants, valves, and a steady decline in prices. To these was added some very effective promotion for all aerosol products which has been continued at an increased tempo during the past few years. As a result of all these factors, aerosol insecticide sales have shot upward rapidly. In 1948, about 10,000,000 aerosol high-pressure insecticide "bombs" were sold at an average of $3.50 retail. (This was exclusively of war surplus material.) In 1950, about 15,000,000 units were sold at about $2.00 each. In 1951, this went to 25,000,000 units at $1.50 and in 1952, 35,000,000 at $1.00 each. During 1953, the total was 45,000,000 insecticide units at 95c. For 1954, early estimates placed the total of insecticide aerosol units at 60,000,000 out of a total of 200,000,000 units for all aerosol products.

Insect Spray Sales

FIGURES for household insecticide sales, other than aerosols, are not as readily available. In order to arrive at a figure, a series of estimates covering 1953 were obtained from various trade sources, from a few leading insecticide manufacturers and from several suppliers of basic raw materials. Inasmuch as these represent experienced and seasoned opinions, further checked from known tonnages of raw materials used, it is felt that they offer a reasonable approximation of the market. Where values are given as well as pounds or units, they represent retail selling prices. In view of the fact that stock and barn sprays are chiefly manufactured by the makers of household and industrial insecticides and were included in some of the figures obtained, they are includued in the following estimate of the market.

For 1954, the figure for total sales of all household and industrial insect sprays, exclusive of stock sprays, was about 20,000,000 gallons. This included all types, fly sprays, moth sprays, roach and ant sprays, etc. and had a retail value of approximately $40,000,000. In 1948, this total was in the neighborhood of 15,000,000 gallons. Oil base stock sprays in 1954 totaled some 5,000,000 gallons with a value of $10,000,000. In 1948, this latter was 4,000,000 gallons.

Moth Prods. 60,000,000 lbs.

MOTH products, chiefly paradichlorobenzene and naphthalene items,—and exclusive of liquid sprays which are included in insect sprays above,—totaled approximately 60,000,000 pounds in 1953 with a retail value of about $24,000,000. Of this total, 35,000,000 pounds were para and 25,000,000 pounds were naphthalene. In 1948, it was estimated that this part of the household insecticide market ran about 35,000,000 to 40,000,000 pounds total of both products. Powders, pastes, and all other insecticide products, which have been replaced to a great extent in recent years by other forms, were estimated to be $3,000,000 at retail in 1953 as compared with a probable figure of five million dollars in 1948.

Although aerosol sales have skyrocketed over the past five or six years, only a minor part of the gain has been at the expense of conventional insect sprays. In fact, during the rise of the aerosol insecticide, both moth products and regular insect sprays have also shown gains, but obviously at a smaller rate. In some quarters the view was held that regular insecticides, including moth specialties, had fallen off in volume and value since 1948. However, direct inquiries among a number of leading marketers of conventional spray liquids and moth products contradicted any such opinion. The market figures likewise give no support to any such view.

The total figures for the sale of all household and industrial insecticides, mothicides, and stock sprays had an approximate value in 1953 of $120,000,000 at retail. Allowing an overall mark-up from manufacturer to the retail shelf, including jobber discounts, advertising allowances, etc., of 33⅓%, the value of all products at the manufacturers' levels would be about $90,000,000. If 1954 household insecticide sales are down from the 1953 level, but offset to some extent by an increase in aerosol sales, the decline,—and there is no certainty that an over-all decline has occurred,—would prabably not exceed seven or eight per cent. This would mean that 1954 at the retail level still is likely to exceed $110,000,000.

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Western NSSA Meeting

Final arrangements for what is anticipated to be the largest western regional meeting of the National Sanitary Supply Association, to be held Thursday and Friday, Oct. 21 and 22, are now completed. Al Mack of Easterday Supply Co., Los Angeles, is general chairman for the meeting, which is being held at the Statler Hotel, Los Angeles.

One of the features of the program is a panel discussion of modern business methods. A program for women attending the meeting has been arranged. The program for the two-day meeting calls for a banquet at the Coconut Grove of the Ambassador Hotel in Los Angeles, Friday evening, Oct. 22.

Prior to the meeting there will be a golf tournament at Fox Hills Golf Club in Los Angeles, Wednesday, Oct. 20. Lou Clem of Kleen-Line Corp., Santa Ana, Calif., is in charge of the annual western regional golf tournament in which the western "champs" are challenging all comers.

The reservations committee for the meeting is headed by Warren Dunnell of Sani-Gard Mfg. Co., Los Angeles.

Applying wax to fuselage and wings of plane by spraying.

Waxing Speeds Up Airplanes

BREAKING through the sound barrier by airplanes may yet be referred to as "sliding through" if the coating of aircraft with a wax product, akin to floor wax, continues growing as fast as it has in its first year. Not only is the speed of airplanes increased, in some cases up to 47 miles an hour, but waxing also adds to the life of the finishes and metal surfaces protected by the wax.

Protection is important for the rotor blades of helicopters and for planes spraying agricultural insecticides, since some of these materials are corrosive to plane surfaces.

The expansion of the market for wax products to include the aviation industry, comprising manufacturers, the government, private airlines and individual plane owners or operators, may not be confined to wax products. Other specialties finding application in the aviation market include many of those in the automotive field: pre-wax cleaner, "Plexiglass" cleaner, aluminum polish, concentrated clean; degreaser, carbon remover, upholstery cleaner and waterless hand cleaner.

Among chemical specialties firms who have enthusiastically entered this field is Davies-Young Soap Co., Dayton, O., which has set up a subsidiary, The Wingwax Co., to market "products for aircraft maintenance." Wingwax Co. manufactures a line of aviation chemical specialties which are distributed by Wingwax Distributing Co. with offices in Palos Verdes Estates, Calif., Arlington, Va., and Kansas City, Mo.

Probably the most spectacular item in the Wingwax line is the specially formulated wax sold under Wingwax trade name. It was applied to the world's fastest and highest altitude rocket plane, the Douglas D-558-2 "Skyrocket" to reduce drag against the air to a minimum. The "Skyrocket" has attained speeds of 1238 miles per hour and altitudes of 83,000 feet in advanced scientific research tests. The plane is claimed to be the fastest man-carrying flight vehicle in the world, although its record speed of 1238 m.p.h. is not officially recognized by the Federation Aeronautique International of Paris, France. Formal rules for official air speed record flights require that an airplane take off from the ground under its own power, whereas the "Skyrocket" was carried aloft and launched from a high altitude by a B-29 "mother" ship.

However, another record setter, the Douglas F4D-1 "Skyray" last year set a world's record of 734.4 m.p.h. This ship, similarly, was waxed with "Wingwax". Another sleek-looking jet fighter that was treated with speed-increasing "Wingwax" is North American Aviation's F-100 "Super Sabre" jet. The earlier versions of this ship, the "Sabre Jets" that fought in Korea were waxed by Air Force pilots and speeded up.

The airplane wax, the use of which is not confined to sound barrier busters but to relatively slower moving privately owned business and pleasure planes and helicopters, is composed of a wax suspended in a solvent. It is applied by a vacuum

type spray gun using 45 to 50 pounds pressure. On evaporation of the solvent, the wax completely adheres to the painted, lacquered or alclad surface. Between 3500 and 4000 square feet can be covered with one gallon. Wingwax comes in two grades: "Aircraft Wax Grade 'F'" and "Rotor Blade Wax Grade 'FR'". The latter is used on helicopters and is designed to protect lacquered rotor blades from detergent greases thrown out from the rotor hub bearings, maintain aerodynamic smoothness of the blades, retard wear on blades caused by corrosion, resist the action of insecticides and extend time between refinishing blades.

"Wingwax", which is covered by U.S. patents 2,596,829 and 2,674,540,, has a melting point of approximately 180°F. It is used by the Air Force and is known by stock number 7300-989100 and is covered in T.O. 01-1-1.

In addition to its use on conventional and advanced type airplanes, "Wingwax" is also used by glider or sailplane flyers. Desert sun is said not to have affected the wax on gliders, which were brushed daily to remove sand specs.

A helicopter operator in a mountainous area who had a problem resulting from overnight frost formation found this considerably shortened his work schedule. The operator had to wait mornings until the frost melted. After applying the special aircraft wax he found that the frost remained dry and could easily be brushed off.

Another use for the wax is spraying an entire helicopter prior to storage. This is claimed to retard corrosion and rust, making the 'copter available for immediate service when needed.

Resistant to normal gasoline and oil spillages, the special wax, which is water white, will not discolor or water spot. It is completely transparent and will not peel or chip. The hard surface presented by the wax, due to its molecular thickness, reduces dust adherence of surfaces to which it has been applied, thus protecting them.

Time of application can be judged by the fact that one person can cover a C-47 in less than one hour. However, the surface of the plane must be completely free from dirt and old wax before a new coating is applied. Wingwax Co. makes a special pre-wax cleaner for the purpose.

In addition to application by spraying with standard spray equipment, Wingwax may be applied by wiping it on with a cloth. It produces a hard, waterproof film requiring only moderate rubbing to polish, the manufacturer states.

The solvent portion consists of a petroleum solvent having a flash point of not less than 86° F. Underwriters Laboratory, Inc., reports the solvent has a flash point of 94.0° F. closed tester. It states the product has no tendency to heat or ignite spontaneously under conditions designed to start and accelerate the process.

As a fire hazard, Underwriters Laboratory rates the solvent 40 to 50 in the class between kerosene and alcohol (ethyl).

C. F. Carter of Carter Engineering Co., Danville, Ill., and chairman of Continental Filling Co., Danville, reported recently that an application of Wingwax increased the speed of his 170A Cessna two and one-half to three miles per hour. Other users include Malcolm Miller, assistant manager of the Association of American Soap & Glycerine Producers, Inc., New York.

When the Douglas "Skyray" set a new world's measured course speed record of 753.4 m.p.h. the Navy plane was carrying eight coats of Wingwax to reduce friction.

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Quaternaries in Industry

Industrial applications of quaternary ammonium compounds range from their uses as detergents to that of the polyquaternary resins as utilized in ion-exchange mechanisms and include their employment as anti-corrosion agents for metals in acid baths, as emulsion or foaming agent, and for the extinguishing of alcohol fires. The sterilizing nature of the hydroxyl ion is responsible for the bactericidal activity exhibited by quaternary ammonium hydroxides in addition to their wetting powers.

Both wetting and sterilizing powers of the quaternaries are utilized in the cleansing and preserving of vegetables. Soluble bases used as foaming and emulsifying agents for such purposes are prepared by reacting 3-methoxy-phenate with N-diethylaminoethyl chloride and quaternizing the resulting product with benzyl chloride.

Products for the protection of furs, natural and artificial fibres against insects and related pests must combine good wetting characteristics with toxicity. Suitable starting derivatives for the synthesis of such compounds include the dichloranilines, which may be acetylated with chloracetyl chloride and then treated with dimethylamine to give an intermediate N-dimethylamino-acetyl-dichlorobenzene; this is then quaternized with benzyl chloride.

The toxicity of such derivatives is related to the number of halogen atoms present in the molecule. Other halogen quaternary compounds claimed to mothproof furs and feathers are synthesized from para-hydroxydiphenyl and 1,3-dichloropropylamine, the resulting product being quaternized with dimethyl sulfate. To impart crease-resistance to cellulosic fibers *bis*-quaternary derivatives prepared from di-stearyl aminomethane are used.

Contact insecticides, toxic to aphides, can be obtained by quaternizing bases like nicotine with inorganic acid esters containing alkyl groups with less than seven carbon atoms. The contact insecticidal properties of the nicotine moiety are probably improved by the wetting characteristics of the resultant quaternary base. For these purposes nicotine has also been quaternized with dodecyl bromide. E. G. Curphey, *Chemical Age*, Aug. 14, 1954, page 329.

Shellac in Floor Waxes

By Alfred A. Kroner
Kroner Laboratories, Inc.

THE development of self polishing wax—water dispersions known as no rubbing floor waxes—began originally with compositions consisting of 90 percent carnauba wax emulsions and 10 percent shellac dispersions. A few years ago a specialties manufacturer nearly reversed the proportion of wax and shellac solutions in order to obtain a glossier, harder, less slippery and easier to remove film.

At first, well known floor wax manufacturers refused to make preparations containing more shellac than wax and call them floor waxes. But the enthusiastic acceptance of this type of floor polish by the general public convinced the reluctant conservatives in the trade who one after another followed the trend.

Today there are floor polishes available which do not contain any wax at all, their active ingredient being shellac. These interesting shellac-water dispersions produce a high gloss, level smoothly, are not brittle and show a remarkable water resistance.

This trend in the manufacture of no rubbing waxes has been a challenge to the shellac industry. In order to get a fair share of this welcome market shellac producers have made every effort to improve the properties of bone dry, waxfree, bleached shellac for this special application.

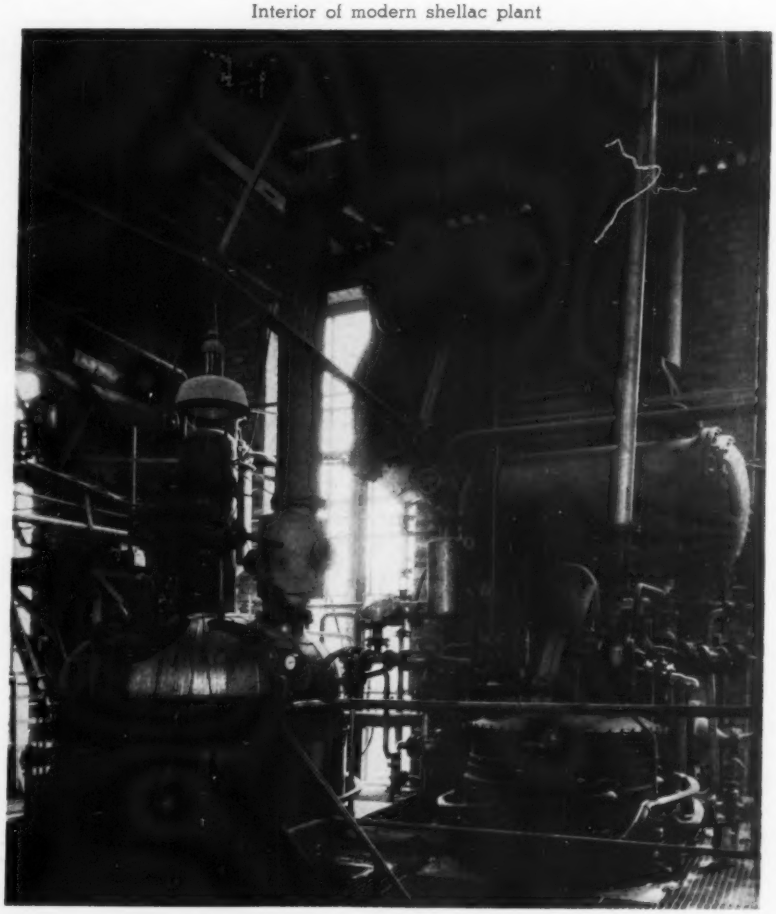
Shellac is one of the oldest products used commercially. It might have been known three or four thousand years ago. Nearly every handbook dealing with natural gums or resins gives more or less detailed information about shellac. Knaggs (1) illustrates the romantic aspect of this famous product of India. Gardner (2) describes the different commercial types of shellac. Blanchford (3) discussed the chemical nature of shellac previously in this magazine.

It takes a long journey to ship shellac from Calcutta, India to U. S. ports. But a considerable amount of research for many years has been put into the development of the shellac industry to change from primitive native methods to the modern scientific processing of pure and uniform products which are free from dirt, orpiment or rosin.

Of all of the grades of shellac available bone dry, waxfree, bleached shellac is preferred for the manufacture of no rubbing waxes. Varied and partly patented methods are used for the bleaching of shellac. A typical bleaching process consists of the following operations (2):

1. Shellac or seed lac is dissolved in a boiling solution of about two percent sodium carbonate in water. Impurities settle to the bottom and are removed. The wax content of this solution is separated by filtration.
2. The filtered solution is bleached with sodium hypochlorite to a standard color.
3. The bleached solution is rendered slightly acid with diluted sulphuric acid to precipitate the shellac.

Interior of modern shellac plant



4. The precipitated shellac is agglomerated by raising the temperature. This mass comes out in slabs which are kneaded and strained in hot water until all excess of free acid is removed.
5. The washed product is drained and ground, then dried in a vacuum until its moisture content is less than six percent. The vacuum drying permits controlling the moisture content accurately.

Shellac Dispersions

A SHELLAC solution should be prepared as carefully as a wax dispersion. This is even more important when the shellac solution constitutes the major part of the floor polish. The manufacturer has to consider the equipment, the selection of the shellac suitable for his purpose, properties of the water available, the effect of the dispersing agent, the temperature and the time of operation.

Stainless steel, monel or glass lined kettles are the proper equipment for this operation. Iron kettles should be avoided.

A.S.T.M. D 207-35 specifications for bone dry, waxfree, refined, bleached, cream colored shellac which is used in floor polishes call for

Iodine number max.	10
Moisture max.	5.0%
Wax max.	0.2%
Matter soluble in water	0.3%
Ash max.	0.5%

Manufacturers' Standards

REPUTABLE shellac producers go beyond these specifications by promising a wax content less than 0.1 percent, stability for 3-6 months if stored cool and a low acid number. Traces of sulphuric acid from the bleaching process increase slightly the acid number which is about 72 for orange shellac. The shellac refiner tries to keep the acid number as low as possible by various methods. Acid numbers of bleached shellac available on the market differ from 74-90. The importance of having a correct method for the determination of acid numbers of bleached shellac has been demonstrated by Whyte, Miller and Simon (4) of S. C. Johnson and Son, Racine, Wis. Not every floor wax manufacturer has the facilities of a Johnson wax tower at his disposal. In order to play safe he should buy shellac only from a reliable producer, making quality his first consideration.

Distilled and soft water give the best shellac solution, while calcium or magnesium salts contained in hard water form insoluble compounds. In many cities the regular tap water has such a low degree of hardness that it can be used safely for this purpose after the rust present in the pipe lines has been removed by filtration.

Dispersing Agents

BORAX and ammonia 28 percent are the most preferred alkaline agents for preparing a shellac-water dispersion. But morpholine, triethanolamine and other amines are also used. Naturally the lower the acid number of the shellac the less the amount of alkali needed. The selection of one or two alkalies and the amount to be used is determined by the final pH and the desired color of the solution. Amines will increase the viscosity of the shellac solution and produce the typical amine odor which is sometimes undesirable. This is not the case with borax which has to be used in larger amounts than ammonia. A formula containing borax in an amount of 1/3 of shellac calls for

shellac	12 parts
borax	3 "
water	85 "
total	100 parts

For some bleached shellacs with low acid numbers borax in the amount of one quarter of the shellac is sufficient to obtain a clear dispersion.

A shellac solution (5) made with ammonia in the amount of 1/7 of shellac contains

shellac	3.5 lbs.
ammonia 28%	0.5 "
water	32.0 "
total	36.0 lbs.

When combinations of borax and ammonia or triethanolamine or morpholine are used the amount of each alkali necessary has to be determined by testing. To answer the question: which is the proper pH of a shellac solution, two other factors have to be considered. The stability of a no rubbing wax (wax solution + shellac solution) is increased by a pH of 8-9.5. A high pH decreases the water resistance of the film formed by the shellac solution. This does not matter in a floor wax containing 90 percent wax and 10 percent shellac dispersion, but it would affect the water resistance of a no rubbing wax where the shellac dispersion amounts to 75-80 percent of the mixture. Experience has shown that it is practical to use as little alkali as possible in preparing the shellac dispersion. Sometimes when a shellac solution is made with borax a small amount of ammonia is added at the end of the operation in order to dissolve the last shellac particles. This happens especially when the shellac is older and contains some hard to dissolve particles. One should realize that shellac is a natural product which varies in its composition to a certain extent. Even careful selection of raw materials and the best controlled bleaching process cannot produce a material as uniform as a chemical reagent. If there remains a negligible amount of undissolved particles in the manufactured shellac dispersion it is preferable to remove them by filtering instead of forcing their solution by the addition of more alkali.

Temperature and Time

FOR the preparation of shellac dispersions half to 2/3 of the soft and filtered water should be heated together with the borax up to 135° F. Then the shellac is gradually added with continuous agitation while the temperature is slowly raised to 170-180°F. The time necessary for this operation depends on the size of the batch and the heating facilities. Keeping the high temperature

(*Turn to Page* 151)

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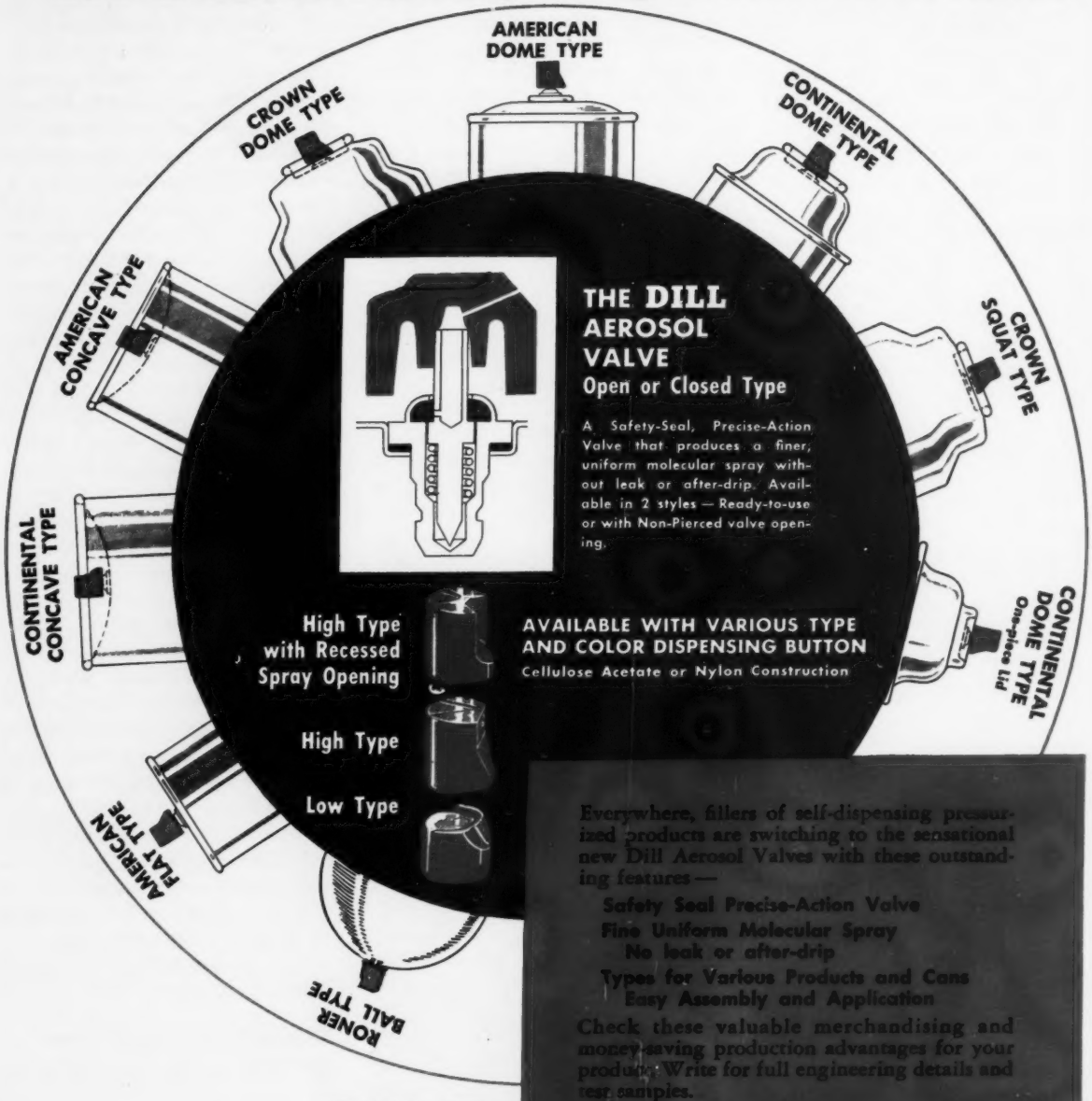
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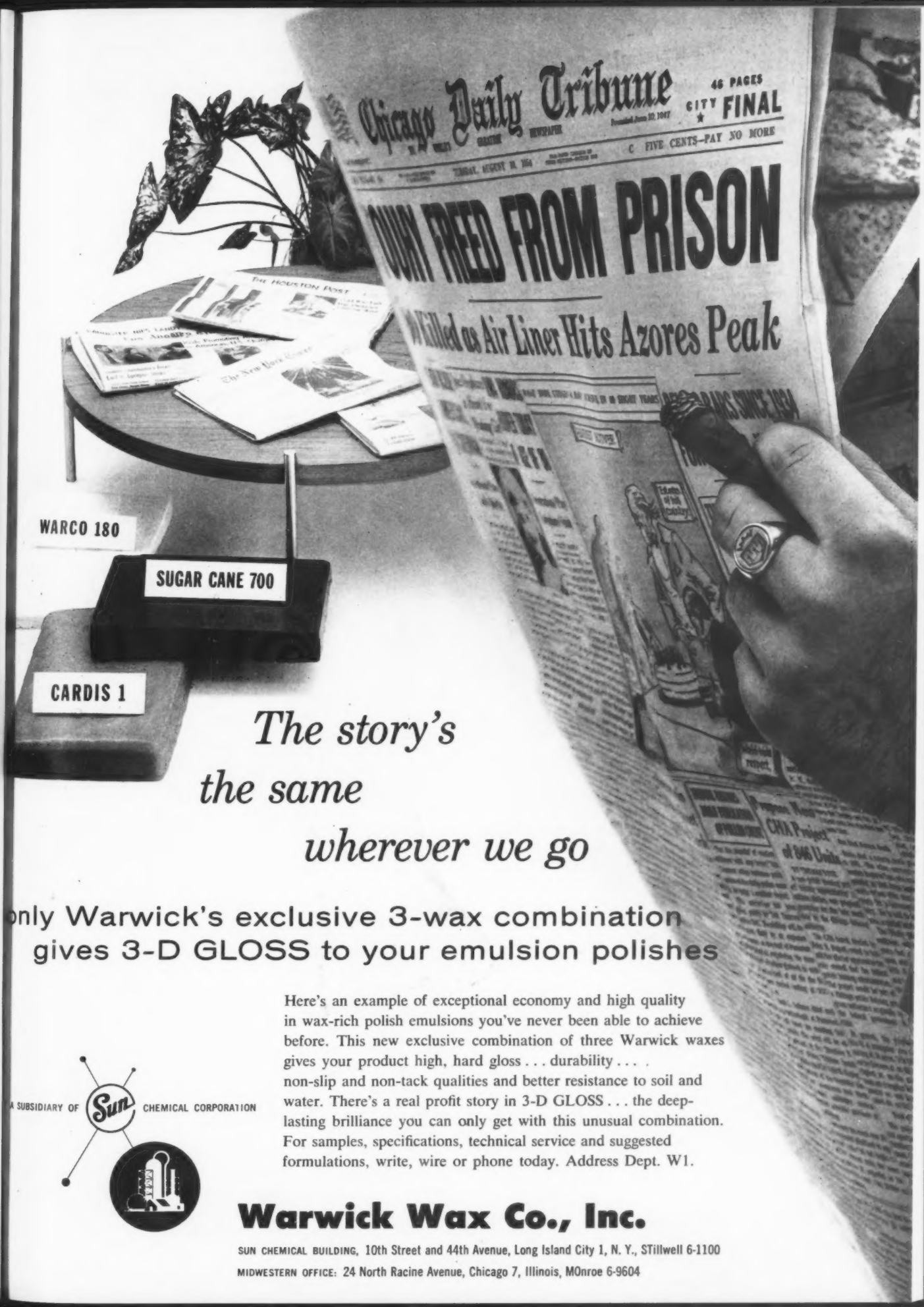

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Shellac . . .

(*From Page* 147)

too long will darken the color of the shellac dispersion. When the solution is clear the rest of the water should be added and the liquid cooled to room temperature. Filtering through several layers of flannel will purify the solution and improve its properties.

Shellac dispersions are preserved with a small amount of formaldehyde which is usually added after the batch of no rubbing wax has been completed.

Pre-alkalized Shellac

FOR floor wax manufacturers who are interested in simplifying the method of making shellac dispersions there is a special type of shellac on the market. This bleached shellac is pre-alkalized with a small amount of alkali and is manufactured by a patented process. It can be completely dissolved in cold water with occasional stirring only. Initially in dissolving the shellac a viscous mass is formed, but this thins out gradually over a period of several hours. The longer time is compensated for by the fact that the dispersing operation does not have to be watched nor does it involve any heating expense. The end product of this cold process is a solution having a pH of about 6.5 and is much lighter in color than the normally prepared shellac dispersion. A slight haze or irridescence of the liquid can be removed by the addition of a small amount of alkali without raising the pH over 7. Gloss, hardness and all the other properties are the same as one can expect from a good bleached shellac dispersion. This pre-alkalized, bleached shellac can be stored at normal temperatures for two years without deterioration.

Stability

IT is beyond the scope of this article to discuss the manufacturing of wax emulsions. But there is one important question to answer concerning shellac in floor wax dispersions. If such a dispersion starts gelling after several weeks of storage, is the quality of the shellac used responsible? The problem of gelling of wax emulsions has been previously discussed by the author in this magazine (6). It is known that wax emulsions even if they contain no shellac dispersions are liable to gell after a certain time. This happens if they contain other resins which are not compatible with the waxes or if the combination of waxes used for substituting carnauba has the wrong proportions. Sometimes a wax emulsion made up with one wax only starts to gell when the wax concentration is too high. Wax emulsions prepared with composition waxes containing resins incompatible with shellac are bound to go bad if shellac solutions are added. Since the no-rubbing wax manufacturer does not know the components of wax substitutes responsible, composition wax producers advise their customers about compatibility with shellac and other resins. The fact that not every wax can be used with every resin should not be held either against the wax or the shellac suppliers. There are good carnauba substitutes on the market which if formulated properly will produce a stable no-rubbing wax. But the formulation of these dispersions is beyond control of the shellac or wax supplier. To avoid disappointment, the manufacturer should conduct the necessary tests of shelf life of his formulation or secure the service of a consulting laboratory.

Carnauba wax or shellac are not entities but complicated mixtures of chemically different constituents and varying proportions. Carnauba wax is formed by exudation on the leaves of the carnauba palm. The raw material for shellac is a resinous incrustation secreted by an insect called *Laccifer lacca* Kerr.

It is a good rule to make the number of components in a no-rubbing wax formulation as small as possible. This makes it much easier to find out factors which might cause trouble. Substitutes for carnauba or shellac are being used successfully but there is no substitute for testing of new formulations until they are ready for manufacturing.

References:

1. N. S. Knaggs, Man's First Plastic. Reinhold Publ. Co. 1947.
2. W. H. Gardner, Protective & Decorative Coatings, Vol. 1, Chapter 9. John Wiley & Sons, New York 1941.
3. H. Blanchford, *Soap & Sanitary Chemicals*, May 1953 pg. 154.
4. D. E. Whyte, W. K. Miller and R. H. Simon, *Soap & Sanitary Chemicals*, July 1953, pg. 123.
5. Anonymous. Emulsions, Carbide Chem. Corp. 7th Edit.
6. A. A. Kroner, *Soap & Sanitary Chemicals*, Oct. 1949 pg. 137.

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Detection of BHC

Colorimetric determination of benzene hexachloride in animal tissues by conversion to $C_6H_3Cl_3$, nitration, and hydrolysis of the product with alkali to give a yellow color was studied. 6-chloro-2,4-dinitroresorcinol was the main color-forming compound. But 2-chloro-4,6-dinitroresorcinol and 5-chloro-2,4-dinitroresorcinol may have contributed to the color. Absorption spectra of the three compounds are presented. Losses during the reactions involved in the analysis were studied. No loss occurred during the analysis prior to nitration, but loss occurred during nitration and, to a lesser extent in the hydrolysis to chlorodinitroresorcinol. Benzene hexachloride could be separated from insect fat by percolating through a column packed with kieselguhr and a CCl_4-oleum mixture. F. B. Bradbury and H. Standen in J.Sci.Food Agr. 5, 252-6(1954), through *Chem. Abstracts*, vol. 48, No. 17, page 10285.

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Fluid Names Two Agents

Fluid Chemical Co., Newark, N. J., recently announced appointment of Stanton Sales Co., New York, and Charles A. Mooney, Los Angeles, as sales representatives for aerosol filling in their respective areas. Mr. Mooney is a former president of Lentheric, Inc.

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Sulfoxide Aerosols for Roach Control

The need for more effective residual aerosol insecticides for use against cockroaches will also require minimum standards and test methods.

By Donald F. Starr, Douglas R. Calsetta, Ethel Vanderbeck, S. B. Penick & Co.

IN December 1951, two publications appeared describing methods of testing aerosols against cockroaches. The method published by Fales, Bodenstein and Piquett (1) used a space-spray type of aerosol application in the Peet-Grady chamber, with the cockroaches confined in a tray. The tray consisted of four glass walls four inches high, held in place with a wooden frame. Clean bogus paper on the floor of the Peet-Grady chamber served as the bottom of the tray.

Their study of the exposure time indicated that 15 minutes was too short. An aerosol formulation containing pyrethrins and sesame oil applied to American cockroaches gave 23 percent mortality of adult females with a 15-minute exposure, compared with 61 percent if exposed 30 minutes. Using large nymphs, a 15-minute exposure produced 18 percent mortality, whereas an exposure of 30 minutes caused 57 percent mortality. Since there was no significant difference between 30- and 45-minute exposure, 30 minutes was recommended as a satisfactory exposure period.

Fales and his co-workers used the Tentative Official Test Aerosol (TOTA), containing 0.4 percent pyrethrins and 2.0 percent DDT to study the resistance of four species of cockroaches. The TOTA has since been adopted as the Official Test Aerosol (OTA) of the Chemical Specialties Manufacturers Association (2). The adult males of the German, American, oriental and brown-banded cockroaches* were killed more easily in every case than the corresponding adult females or nymphs. The nymphs of the oriental cockroach were the most resistant form studied. Twenty grams of the OTA in the Peet-Grady chamber resulted in 19 percent mortality.

A. C. Miller, Mallis and Sharpless (3) used both the space-spray type of application and a direct spray application. Apparently, the data on the direct spray application method was presented because it was their opinion that the direct application should be recommended in the practical use of aerosol insecticides against cockroaches.

The results reported with the TOTA (now OTA) by Miller, et. al., indicated that 75 grams per 1,000 cu. ft. which is equivalent to 16.2 grams in the Peet-Grady chamber, was a suitable dosage for comparing formulations using a space-spray application. Using a direct application, five grams applied from a height of 30 inches was the recommended dosage. Using both methods, they compared an aerosol containing 0.4 percent pyrethrins, 1.0 percent piperonyl butoxide and 1.0 percent methoxychlor with OTA using large nymphs of the American and oriental cockroaches and adult males of the German cockroach. In all six comparisons, the tested aerosol was superior to the OTA. It also gave better knockdown on houseflies at five, ten and 15 minutes.

Apparently, Miller and his co-workers reasoned that if OTA was a suitable minimum standard for houseflies, it could also be adopted as a standard for cockroaches. Their experimental aerosol formulation exceeded the OTA for both flies and cockroaches, but the test dosage for flies was only 3.0 grams per 1,000 cu. ft., whereas a dosage of 75 grams was recommended for cockroaches.

Neither of the previous investigators reported on the last nymphal instar of the German cockroach. Hazard (4) reported in 1945 that nymphs 35 to 40 days old were more resistant to pyrethrum powders than younger nymphs or adult males.

McGovran, Fales and Piquett (5) found that a 0.5 percent w/v pyrethrins spray killed more adult females than large nymphs of both German and American cockroaches. The large nymphs of the German roach were almost twice as resistant as the American.

For the tests reported here, the last nymphal instar of the German cockroach was selected as most suitable for routine testing in preference to American or oriental cockroaches, because of the shorter life cycle. Some data are also presented on two or three of the sulfoxide (n-octyl sulfoxide of isosa-

**Blattella germanica* (L), *Periplaneta americana* (L), *Blatta orientalis* (L) and *Supella supellectilium* (Serville) respectively.

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trole) formulations and OTA against the last nymphal instar of the American and oriental cockroaches.

The labels on 10 commercial household aerosol formulations, including some of the well-known brands, were examined for their directions regarding the application of aerosol against cockroaches. The following points were emphasized:-

spray insects directly - spray into cracks and crevices - hit as many insects as possible - repeat when necessary - spray 45 to 50 seconds for an average size room.

These directions for use were much the same, regardless whether the formulation was high in pyrethrins or whether the formulation contained only 0.1 percent of pyrethrins or allethrin and a thiocyanate as knockdown agents.

The data in this paper show that some of the household aerosols sold in 1953 and 1954 are less potent than OTA against cockroaches, even though they are equal to OTA against houseflies, as to 15-minute knockdown and 24-hour kill (6). This seems highly inconsistent since about 25 times more OTA is required to kill cockroaches.

An industrial aerosol formulation containing 0.5 percent pyrethrins and 4.0 percent piperonyl butoxide had no mention whatsoever of cockroaches on its label. It may be estimated from the data of Miller, et. al., that this formula must be more effective than OTA against cockroaches. Such obvious discrepancies arise because there is no accepted method and standard for testing aerosols against cockroaches.

Aerosols for Roaches

DURING discussions of this point with experts on insecticides, it is frequently mentioned that aerosols are not practical for the control of cockroaches. Nevertheless, they have one inherent advantage over ordinary spray applications. Smaller particles can penetrate deeper into cracks and crevices than ordinary spray particles. Therefore, it only remains to provide sufficient insecticidal materials in these small particles in order to attack cockroaches which otherwise might be missed. This ability to penetrate deeply into cracks and crevices makes it possible for formulations containing pyrethrins to excite and irritate roaches, so that they come out of their hiding places and they can then be hit directly with the spray.

It is difficult to include all these features in a procedure for testing aerosols against cockroaches, but in spite of that, it is still possible and worthwhile to obtain a direct comparison between various formulations by applying a given quantity of the aerosol to randomized groups of cockroaches. Probably, either a direct spray application or a space-spray application can be used to apply equal dosages of aerosol, but if a space-spray application is made, sufficient exposure time should be allowed, so that essentially all the aerosol settles on the cockroaches.

No publications have come to our attention in which several aerosol formulations have been compared using a standardized testing procedure. It seems that the presentation of such data is one of the first steps in answering the question, "Are household aerosol insecticides satisfactory for the control of cockroaches?" Since OTA is the accepted minimum standard of performance against houseflies, no one should expect to do much against cockroaches unless the formulation equals OTA.

Cockroach Aerosol Tests

THE testing procedure which is described in detail below is reasonably close to the procedure of Fales and his co-workers, but the pen for holding the cockroaches during the testing was a stainless steel ring similar to that used by Miller, et al. The height of the ring was eight inches instead of three inches.

The tests were run in a Peet-Grady chamber. The floor was covered with clean bogus paper before each test.

The test insects were the last nymphal instar of the German cockroach reared at 82°F according to a recommended laboratory procedure (7). They were ready for testing five to six weeks after hatching.

The pen for holding the cockroaches during the test was a stainless steel ring, eight inches high and 30 inches in diameter.

A clean piece of bogus paper was taped to the ring to provide the bottom of the pen. The two-inch paper masking tape was on the inside of the ring, rather than the outside. This eliminated the possibility of roaches squirming under the ring. The ring was completely greased with a thin layer of white petroleum jelly to prevent the escape of the roaches.

Considerable time was saved by having two of these rings and during the exposure period of one test, the spare ring was cleaned, paper taped to the bottom and a fresh coat of white petroleum jelly applied so that the cockroach pen was ready to put in the center of the Peet-Grady chamber for the next test.

Since the roaches do not contact the walls or ceiling of the chamber, it is unnecessary to wash the chamber between tests. The chamber was washed, using a rag wet with isopropanol and acetone, at the end of the day.

The residue which built up during a day of testing was toxic to houseflies (6), but the German cockroach nymphs held for 15 hours in a clean pen inside the contaminated Peet-Grady chamber were unaffected.

Fifty roaches were handled successfully in this type of test. The door and vents of the chamber were closed and the desired aerosol dosage was sprayed into the chamber.

The experimental formulations were compared with OTA.

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Thirty to 40 grams of OTA in the chamber gave 50 to 70 percent dead and moribund in 48 hours. Except for unusually potent formulations, the dosage of the unknown was the same as OTA dosage.

Knockdown counts were made at 15 minutes. A wide mark through the center of the pen was an aid in making these counts. After the 30-minute exposure period the vents to the chamber were opened and the exhaust fan started. The roaches were collected using a piece of paper or a small metal scoop and the 30-minute knockdown count was made as they were placed in clean battery jars. Food and water were supplied in all jars.

Counts of dead and moribund roaches were made after 48 hours. If there was any doubt about the fate of the moribund cockroaches, they were held until they recovered or died. After some experience with OTA the dead and moribund count at 48 hours will agree with the dead in four days within four percentage points. Unknown formulations may require a four-day count.

Three unknowns can be compared with OTA in a day with three replicates on each. This makes a total of 12 tests per day. At least two days testing were reported for each experimenttal formulation.

A statistical analysis of the mortality data within the range of 15 to 85 percent indicated a standard error in these tests of 11 percentage points. With six replicates for each aerosol being compared directly, a difference between the means of 15 percentage points would indicate a significant difference.

The average results with the OTA over a period of eight months are shown in Table I. These averages were taken from a dosage-mortality curve which was fitted graphically to all the 48-hour dead and moribund results accumulated during that time.

The last nymphal instar of the German cockroach was selected for routine testing, but the available dosage-mortality data on the last nymphal instar of the American and of the oriental cockroach were also included in Table I. More tests were made on the American nymphs than on the oriental, but both these species were tested much less extensively than the German.

TABLE I.

The Effect of Dosage of the Official Test Aerosol on the Mortality of the Last Nymphal Instars of Three Species of Cockroaches in the Peet-Grady Chamber

Dosage Grams per 216 cu. ft.	Percent Dead and Moribund, 48 Hrs.		
	American*	German	Oriental*
20	91	13	—
25	97	30	—
30	99	48	20
35	—	64	36
40	—	76	51
45	—	85	65
50	—	91	76

* Dead and Moribund in 120 hours.

The dosage must be controlled carefully for comparative results or the mortality with OTA can be corrected to correspond to the dosage of the unknown formulations. Table II includes the factors which may be used as indicated in the following example:

	Dosage	Percent Dead and Moribund 48 Hours
Unknown	36.0	56
OTA	30.0	55

At first glance, the unknown seems to equal the OTA, but in this example such a conclusion is valid only after adjusting the mortality of OTA to represent what would have been obtained at a dosage of 36.0 grams in the Peet-Grady chamber. Proceed as follows:

Mortality Range	Correction Factor	Correction	Corrected Dosage
55	—	—	30.00
55 to 60	3.1	5/3.1	+1.61
60 to 70	2.7	10/2.7	+3.71
			35.32

The corrected dosage of 35.32 g. corresponds to a mortality of 70 percent. The difference, 36.0 minus 35.32 or 0.68 g. represents 0.68 times 2.2, or an additional 1.5 in terms of mortality.

Therefore, the corrected results now read:

	Dosage	Percent Dead and Moribund 48 Hours
Unknown	36.0	56
OTA	30.0	55
OTA	36.0	71.5 corrected

The difference of 15.5 percentage points between the unknown and the OTA would indicate a significant difference.

TABLE II.

Correction for Dosage in Percentage Points Per Gram

Mortality Range Percent	Correction Points per Gram		
	American	German	Oriental
1 to 5	—	1.1	—
5 to 10	—	2.0	—
10 to 20	—	2.9	—
20 to 30	—	3.6	2.9
30 to 40	—	3.8	3.3
40 to 50	—	3.7	3.1
50 to 60	—	3.1	2.9
60 to 70	—	2.7	2.5
70 to 80	—	2.2	2.0
80 to 90	2.9	1.3	—
90 to 95	1.4	0.7	—
95 to 97	0.8	0.36	—

Discussion of Experimental Procedure

FIFTEEN-, 30- and 45-minute exposures were studied in this laboratory since it is important to adopt an exposure time as short as possible, but still consistent with a true measure of the insecticidal value of the aerosol being tested. There was a distinct difference in mortality between 15- and 30-minute exposures, but no significant difference between 30- and 45-minute exposures. The comparative mortality data at a dosage of 30 grams were 28, 44, and 45 percent at exposures of 15, 30 and 45 minutes.

Using the correction factors in Table II, it may be estimated that dosages of 25.3 g, 29.7 g and 30.0 could have produced the respective mortality values indicated above if all dosages had been allowed to settle during an exposure period of 45 minutes. Therefore, assuming

(*Turn to Page* 167)

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NSSA New York Meeting, Oct. 27-28

THE emphasis will be on sales in individual and panel discussions during the fifth eastern regional meeting of the National Sanitary Supply Association, to be held Oct. 27-28, at the Hotel Statler, New York. Salesmen and their selection, as well as the way buyers of sanitary supplies in various fields view them will also be covered in the program for the two-day meeting, for which Burton L. Feinson of American Dispenser Co., New York, and eastern regional vice-president of the National Sanitary Supply Association, is chairman. Co-chairman for the meeting is Samuel Newman of Creco Co., Long Island City, New York. Martin J. Peters of Moore Brothers Co., New York, is publicity chairman and Frank J. Reilly, editor of *Soap and Chemical Specialties* is program chairman.

The two day-meeting, begins with registration at 9:00 a. m. in the Georgian Room foyer. The meeting convenes in the Georgian Room East at 10:15. Following the group luncheon in the Georgian Room West, the meeting reconvenes in the Georgian Room East.

The banquet, floor show and reception will be held beginning at 6:00 p. m. in the Keystone Room Foyer and the Keystone Room, Wednesday evening, Oct. 27.

For the second day, the meeting moves upstairs to the Penn Top Suite on the top floor of the Hotel. The meeting convenes again at 10:10 a. m., the first feature being a panel discussion by buyers and consumers of sanitary supplies. They will express their views on sanitary supply salesmen, as well as discussing products.

New techniques in selecting salesman will be covered by King Whitney of Personnel Laboratories, New York, following the panel.

The meeting adjourns at 3:10 p. m. Thursday, Oct. 28.

Program for Fifth Eastern Regional NSSA Meeting, Hotel Statler, New York, Oct. 27-28

WEDNESDAY, OCTOBER 27

9:00 a.m. Registration — Georgian Room Foyer

10:15 a.m. Meeting Convenes (Georgian Room East). Opened by Burton L. Feinson, American Dispenser Co., New York, Eastern Regional Vice President, N.S.S.A.

10:20 a.m. Invocation. Rabbi I. Usher Kirschblum, Jewish Center, Kew Garden Hills, N. Y.

10:25 a.m. Pledge of Allegiance to the Flag.

10:30 a.m. President's Address by Philip Shore, Shore Metal Products Co., Los Angeles, National President, N.S.S.A.

10:40 a.m. "Your Association and How to Use It" by Bernard Kelly, Asistant Executive Secretary, N.S.S.A.

11:00 a.m. "Sanitary Supplies as an Aid to Public Health" by Edward Ludewig, Director of Bureau of Food and Drugs, New York City Health Department.

11:15 a.m. "Selling for Profits" by Ollie Minor, Shell Oil Co., New York City.

11:45 a.m. Adjourn for luncheon.

12:15 p.m. Luncheon. Georgian Room West.

1:40 p.m. Meeting reconvenes and door prize drawing.

1:45 p.m. "Cooperating for Profits Between Jobber and Manufacturer." A panel discussion. Moderator: Jacob Kahn, Windsor Wax Co., Hoboken, N. J., and participated in by: H. Crandall, Crandall Supply Co., Binghamton, N. Y.; Alan H. Newmayer, Fidelity Cleaning Supply Co., Philadelphia, Pa.; Paul N. Caplan, Merit Paper & Chemical Corp., Cambridge, Mass.; M. E. Rudin, Iron City Wiping Materials Co., Pittsburgh, Pa.; Carl Himmelfarb, Dixie Janitor Supply Co., Washington, D. C.
Questions from the floor.

2:45 p.m. "Sanitary Supply Salesmen I Have Known" by E. D. Ingalls, Hoffman-La Roche, Inc., Nutley, N. J.

3:15 p.m. "Selling Sanitation" by Don F. Copell, Vice President in charge of Engineering and Training, Wagner Baking Corp., Newark, N. J.

6:00 p.m. Hospitality Party, Keystone Room Foyer. Courtesy of Manufacturing Members.

7:00 p.m. Dinner, Floor Show and Dancing—Keystone Room.

THURSDAY, OCTOBER 28

9:00 a.m. Registration. Penn Top Foyer.

10:10 a.m. Meeting Reconvenes. Drawing for Door Prize. Penn Top.

10:15 a.m. Panel Discussion. Moderator, Frank J. Reilly, editor "Soap & Chemical Specialties."
"The Challenge of an Expanding School Market" by Wilbur H. James, Superintendent of Buildings and Grounds, Board of Education, Ossining, N. Y.
"Buying Sanitary Supplies on Specification" by William Joy, American Telephone & Telegraph Co., New York.
"Sins of Salesmen" by George F. Polzer, General Purchasing Agent, Chemical Raw Materials, American Cyanamid Co., New York.
Questions from the floor.

11:30 a.m. "New Techniques in the Selection of Personnel" by King Whitney, Executive Director, Personnel Laboratories, New York.

12:00 Noon Adjourn for Luncheon.

12:30 p.m. Luncheon. Penn Top South.

1:25 p.m. Meeting Reconvenes and Drawing for Door Prize.

1:30 p.m. "Profitable Advertising for the Jobber" by Frank J. Reilly, editor, "Soap & Chemical Specialties."

2:00 p.m. "A Basis for Understanding between Manufacturer and Distributor" by John M. Nykiel, Sales Manager, Industrial Department, Colgate-Palmolive Co., Jersey City, N. J.

2:30 p.m. Discussion of Plans for 1955 National Convention in Atlantic City, N. J.: "The East Has the Ball, First Down and Goal to Go" by Charles B. Solly, Harley Soap Co., Philadelphia, Pa.

3:10 p.m. Meeting Adjourns and Drawing for Door Prize.

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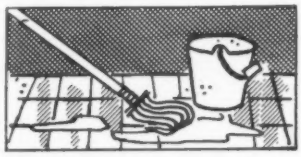

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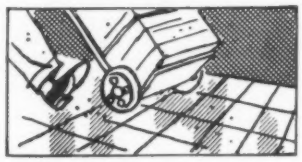

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New Specialties At Hospital Show

By H. H. Slawson

PUBLIC interest in aerosol pressure dispersed products of all types, now well started, is gaining momentum, Charles H. Russell, advertising manager of Airkem, Inc., New York, said at the American Hospital Association's 56th annual convention and trade show in Chicago, last month. As this interest continues to build up, he declared, the aerosol business can be expected to expand to even greater proportions.

Airkem, Inc., was one of more than a score of manufacturers of chemical specialties, maintenance supplies and equipment among the 400 exhibitors at the Hospital Association's "merchandise mart" fair on Chicago's Navy Pier. More than 14,000 hospital executives visited the show during the four-day convention, Sept. 13-16.

Aerosols, Mr. Russell said at his company's booth, are finding more ready acceptance for hospital use than the wick type odor counteractant, because of their ready adaptability for control of high sudden odor problems.

Featured in Airkem's display was the "Airkem" mist aerosol dispenser. Also shown for the first time, after two years of clinical testing, was a new deodorant dressing, "Top-O-Chlor" containing chlorophyll for deodorization of malodorous wounds without interfering with normal healing processes. Another recently introduced new product, called "10-39," was offered as a contact deodorant for use on odorous utensils, such as bed pans, urinals, diaper storage cans, etc., where bacterial decomposition created odors.

Another new aerosol product which attracted enormous attention was shown by Physicians & Hospitals Supply Co., Minneapolis. Named the "Ta-Poff" aerosol, it reduces the discomfiture resulting from removal of adhesive tapes from a wound dressing. A solvent released by the valve and directed on the tape, softens the adhesive, which can be removed without pain or discomfort to the patient.

Huntington Laboratories, Inc., Huntington, Ind., showed two new products, "Sani-Tate," a milky white bowl cleaner with cleansing and deodorizing properties, which had been on the market for one month, and "Dew-All," an oil-free mop treating compound released just prior to the Chicago show. Also shown were surgical soaps, surgical instrument cleaners, germicides, disinfectants, deodorants, insecticides, floor machines and materials, waxes, sanitation supplies, and pedal soap dispensers, from the company's extensive line. Earl Brenn, vice president, in charge.

Lehn & Fink Products Corp., New York, featured "Lysol" bactericide and fungicide with a new non-toxic, non-corrosive formula, which F. M. Bronneck, division manager, said, makes it no longer necessary to carry a "poison" label on the container. Other featured products included two disinfectants and "Hind's" lanolin lotion with hexachlorophene.

Vestal Laboratories, Inc., St. Louis, Mo., demonstrated a new wax-free floor finish, "Stride," which had been introduced earlier in the summer, for use on asphalt tile, linoleum, rubber, vinyl and sealed wood floors. Other products shown included surgical soaps, germicides, floor cleaners and waxes, floor machines and sanitary specialties. L. J. Drone, sales supervisor, in charge.

Midland Laboratories, Dubuque, Ia,, had a new aerosol, "Mill-O-Cide" for insect control in food preparation areas of hotels, restaurants, institutions, etc. The company claims there is no hazard involved in its use around foods. Also shown were floor waxes, floor maintenance supplies and machines, hospital surgical soaps and sanitation chemicals. C. F. Hillyard, president of Midland, in charge.

Colgate-Palmolive Co., Jersey City, N. J., presented their full line of soaps, soap products and detergents for patient care, hospital cleanliness maintenance and laundering. R. W. Boedecker in charge.

Diversey Corp., Chicago, featured a non-toxic plastic and chinaware stain remover, also dishwashing compounds, floor and wall cleaners, waxes and specialized cleaners for nursery, laboratory and surgical instruments. S. G. Smith in charge.

Alconox Inc., Jersey City, N. J., showed a hospital and laboratory, "Alconox," also "Alcowet" detergent for all types of laboratory and hospital machine washing with controlled foam; "Oranox" detergent containing a rust inhibitor, for cleaning surgical and dental instruments and equipment. Edward P. Fenlon in charge.

Hillyard Chemical Co., St. Joseph, Mo., showed hospital hand soaps, baby soap, cleaners, waxes, disinfectants, floor maintenance supplies, floor machines, soap dispensers and other products. William A. Schmaltz in charge.

Klenzade Products, Inc., Beloit, Wis., was on hand with their complete line of sanitation chemicals and application equipment with demonstrations supervised by Thomas D. Laughlin, manager, institutional division.

S. C. Johnson & Son, Inc., Racine, Wis., featured their free floor consultant service, with James W. Barrett, Jr., in charge, and displayed their extensive line of floor maintenance materials and machines.

Levernier Laboratories, Inc., Syracuse, Ind., showed surgical soaps, floor waxes, deodorants and other maintenance chemical products. Martin W. Levernier in charge.

Mennen Co., Morristown, N. J., featured "Mennen's" castile baby soap and cream, baby oil and powder, fungicide foot powder. C. W. Van Vliet, in charge.

Buckley Corp., New York, showed "Kleer-Glass," a liquid anti-

(*Turn to Page* 199)

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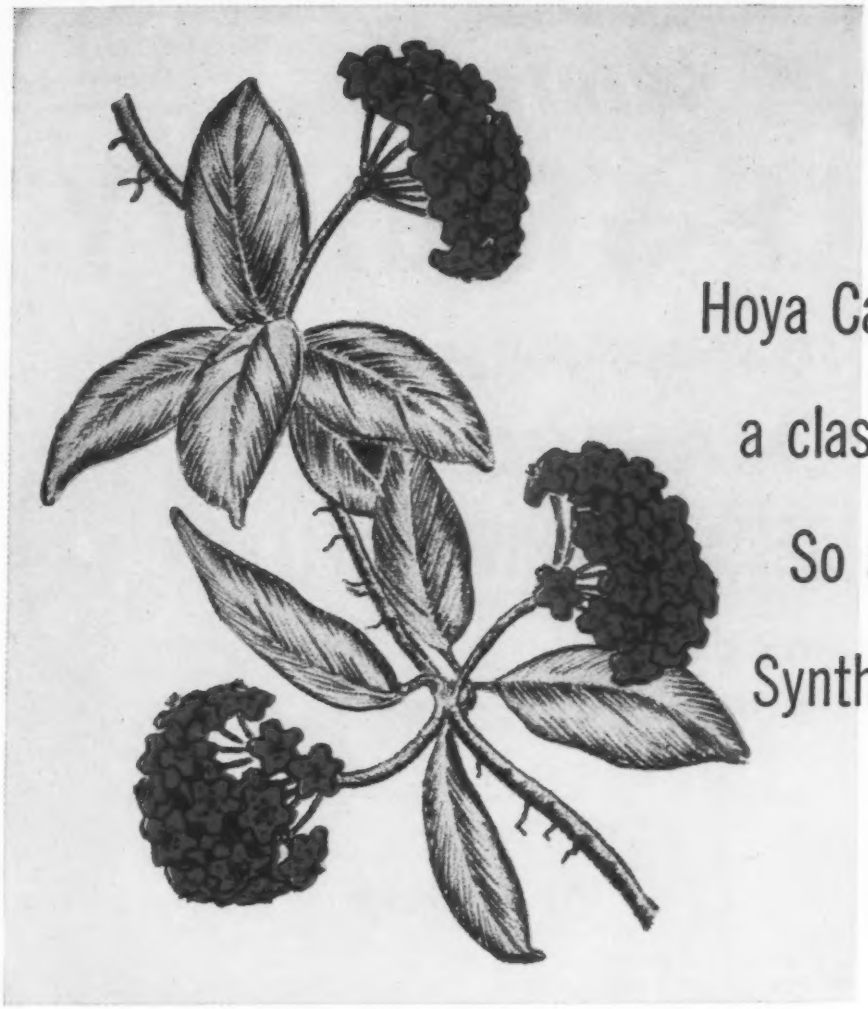

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that all of the aerosol had settled out in 45 minutes, it may be stated that 16 percent of the OTA or its equivalent remained suspended in the chamber at the end of the first 15 minutes of exposure, but only one percent after 30 minutes.

This point was investigated still further by quickly releasing 15 or 20 houseflies in the test chamber after the first 15 minutes of exposure of some of the cockroach aerosol tests with OTA. These few flies served as indicators that there were substantial quantities of insecticidal aerosol floating in the air. The average five-, 10- and 15-minute knockdown values resulting from initial dosages approximating 30 grams were 38, 73 and 93 percent, respectively.

The most practical exposure time, based on the data presented in this report is 30 minutes.

Both of the previous investigators used 20 cockroaches per test, but in our experiments, we found that there was no difficulty in handling 50 per test and the precision increases as the square root of the number of insects used per test, so that our standard procedure used 50 roaches.

The knockdown in 30 minutes on the last nymphal instar of the German cockroach, generally was found to be over 92 percent at a dosage of 30 grams in the Peet-Grady chamber.

The 30-minute knockdown was an important criterion of the effectiveness of an aerosol formula. A good knockdown made it easier to handle the roaches at the end of the test and transferring the roaches to the holding jars provided a check on the knockdown observation. Sometimes a cockroach on its back appears to be paralyzed, but when disturbed, it is able to run away normally. Because of this, the 15-minute knockdown is only an estimate since the observations were made through the glass windows of the chamber.

A few tests with the adult male of the German cockroach indicated that it was two or three times as susceptible to the OTA as the last nymphal instar of the German cockroach. This agrees with the results from other laboratories.

Results With Aerosols

THE results obtained with some low-cost household aerosol formulations are shown in Table III and the results with aerosol formulations containing sulfoxide are shown in Table IV.

There is no intention to suggest that any of the active ingredients included in any of these form-

TABLE III.

Cockroach Aerosol Tests on Low-Cost Household Aerosol Formulations

Last Nymphal Instar of the German Cockroach. Averages of 3 Tests per Day

No.	Formula	Dosage grams	Knockdown 15 Min. Percent	Knockdown 30 Min. Percent	Dead and Moribund 48 Hr. Percent	Official Test Aerosol Knockdown 15 Min. Percent	Official Test Aerosol Knockdown 30 Min. Percent	Official Test Aerosol Dead and Moribund 48 Hr. Percent	Diff.
1.	0.1 All. 0.5 264 1.0 Than. 3.0 DDT	33.8 30.1	12 10	25 21	22 23	48 66	95 98	56 56	—34 —33
	Avg.—	32.0	11	23	23	57	97	56	—33
2.	0.1 Py. 0.25 PBO 2.0 Leth. 2.0 DDT	32.1 30.2	30 51	59 84	21 36	48 66	95 98	50 56	—29 —20
	Avg.—	31.2	41	72	29	57	97	53	—24
3.	0.1 All. 0.5 264 2.0 Leth. 2.0 DDT	43.3 30.1	22 35	31 41	25 18	88 88	100 99	82 71	—58 —53
	Avg.—	36.7	29	36	22	88	99	77	—55

All. —Allethrin
264 —MGK 264 - N-octyl bicycloheptene dicarboximide
Than.—Thanite
Py. —Pyrethrins
PBO —Piperonyl Butoxide
Leth. —Lethane 384
Diff. —Difference (Unknown - OTA)

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ulations may not be effective against German cockroaches, but merely that some of the concentrations are not sufficient to give satisfactory results against cockroaches when compared with OTA as a minimum standard.

It should not be inferred that our experimental aerosol formulations are exact duplicates of any brand of household insecticidal aerosol, but the amounts of the important active ingredients were selected to match some formulations which have been sold to the public.

In order to check whether or not a formula which was offered commercially was superior to similar experimental aerosol formulations, three bombs were purchased and tested. They represented two of the three formulations in Table III. There was no evidence that the two formulations which were checked in this manner were any more potent than the same formulations prepared in this laboratory. In other words, the difference in solvents, propellents, valves and cans which might be used by the commercial manufacturer were not sufficient to bring the formulation up to OTA.

Our experimental formulations were all made up in Continental Can Co. aerosol dispensers with concave tops and Seaquist valves. The three formulations in Table III and the first formula in Table IV were made up with 80 percent propellent, all others contained 85 percent.

Discussion of Results

THE results in Tables III and IV speak for themselves. It is clear that some of the low-cost aerosols do not equal OTA against cockroaches. Increasing the DDT to

TABLE IV.

Cockroach Aerosol Tests on Formulations Containing Sulfoxide

Last Nymphal Instar of the German Cockroach,
Averages of 3 Tests per Day

No.	Formula	Dosage grams	Knockdown 15 Min. Percent	Knockdown 30 Min. Percent	Dead and Moribund 48 Hr. Percent	Official Test Aerosol Knockdown 15 Min. Percent	Official Test Aerosol Knockdown 30 Min. Percent	Official Test Aerosol Dead and Moribund 48 Hr. Percent	Diff.
1.	0.15 Py.								
	1.00 Sulf.	32.0	37	89	64	41	95	50	+14
	2.00 DDT	31.9	43	94	44	46	91	49	— 5
	Avg.:—	32.0	40	92	54	44	93	50	+ 5
2.	0.2 Py.	29.3	37	95	47	41	95	41	+ 6
	0.5 Sulf.	29.0	45	92	39	46	91	39	0
	2.0 DDT	29.1	52	97	44	79	95	47	— 3
	Avg:—	29.1	45	95	43	55	94	42	+ 1
3.	0.2 Py.	31.0	63	97	57	79	95	53	+ 4
	1.0 Sulf.	42.0	71	100	76	88	100	78	— 2
	2.0 DDT	39.1	79	100	81	91	100	72	+ 9
	Avg:—	37.7	71	99	71	86	98	58	+ 3
4.	0.25 Py.	31.4	63	100	98	61	96	54	+44
	2.00 Sulf.	35.0	65	99	88	85	98	60	+28
		38.8	86	100	97	91	100	68	+29
	Avg:—	35.1	71	99+	94	79	98	61	+34
5.	0.5 Py.	15.4	58	99	97	74	96	4.0 x	*
	4.0 Sulf.	10.2	51	85	60	74	96	3.0 x	
		9.8	60	92	61	64	97	3.3 x	
		7.8	32	89	43	74	96	3.6 x	
	Avg:—	10.8	50	91	65	72	96	3.5 x	
6.	1.0 Py.	5.6	70	96	80	64	97	7.1 x	*
	5.0 Sulf.	5.6	77	96	75	74	91	7.0 x	
		5.7	53	95	72	72	92	5.9 x	
	Avg:—	5.6	67	96	76	70	93	6.7 x	

Py.—Pyrethrins, Sulf.—Sulfoxide, Diff.—Difference (Unknown—OTA)
*These formulations are much more potent than the OTA. For example, 61.6 g of OTA would have been required to equal 97% dead and moribund, therefore, No. 5 is 4.0 times as potent as the OTA.

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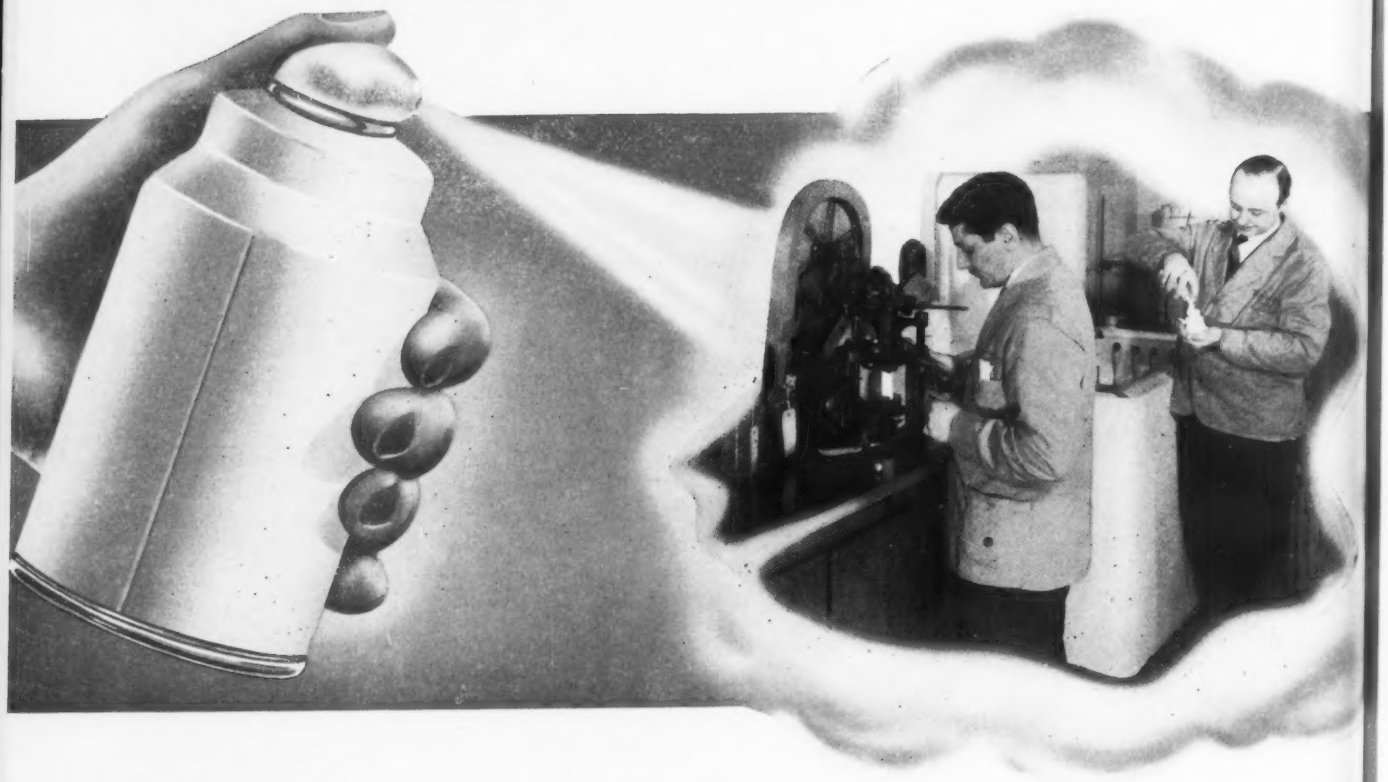

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three percent as shown in Formula No. 1 in Table III is not sufficient to bring the mortality up to OTA. The results with formulation No. 1 in Table IV indicates that as little as 0.15 percent pyrethrins in combination with sulfoxide is enough to equal OTA.

DDT can be replaced completely in the formulation by adding up to two percent of sulfoxide. Formula No. 4 in Table IV was significantly better than the OTA. The two perecnt DDT in OTA was replaced with two percent sulfoxide and pyrethrins were reduced from 0.4 down to 0.25 percent. Formula No. 5 in Table IV merely doubled the concentrations indicated in No. 4 and the results against the German cockroach nymphs were almost double. Formulation 6, in spite of the fact that it is five or six times as potent as the OTA against cockroaches, is relatively mild as to odor and irritation. If it is too potent for use by the average householder, it certainly would have excellent qualities for industrial use.

In spite of the fact that the American and oriental cockroaches were inconvenient for use in routine testing, because of long life cycles, it was of importance to know how effective sulfoxide aerosols were against these two species. The tests against other species of cockroaches were performed exactly as described for the German cockroach, except that the mortality counts were extended to 120 hours. The results with the last nymphal instar of the American cockroach on three sulfoxide aerosol formulations are shown in Table V and in Table VI a few results with the last nymphal instar of the oriental cockroach are shown for the two potent sulfoxide formulations. The nymph of the oriental cockroach was the hardest of the three species to kill with insecticides used in these experiments. Anywhere from 50 to 100 percent more aerosol insecticide was required to give the same good kill observed on the German nymphs. The summary of the results with some of the sulfoxide aerosol tests

TABLE V.

Cockroach Aerosol Tests on Formulations Containing Sulfoxide

Last Nymphal Instar of the American Cockroach. Averages of 3 Tests—50 per Test—Peet-Grady (216 cu. ft) Chamber

Formulation	Dosage grams	Knockdown 15 Minutes	Knockdown 30 Minutes	Dead and Moribund 120 Hours
OTA	32.1	39	85	100
	31.1	21	69	100
	30.8	28	80	99
	18.8	7	23	89
0.25 Pyrethrins	34.1	33	88	100
2.00 Sulfoxide	16.5	3	17	91*
	6.4	2	11	27
0.50 Pyrethrins	15.6	9	67	100
4.00 Sulfoxide	7.7	5	25	100
	5.9	14	60	88**
1.00 Pyrethrins	6.0	12	80	100***
5.00 Sulfoxide	3.0	22	75	85**

*The OTA corrected to a dosage of 16.5 g gave 82% mortality indicating a +9 over the OTA for the test formulation.
**Average of 2 tests.
***Single test.

TABLE VI.

Cockroach Aerosol Tests on Formulations Containing Sulfoxide

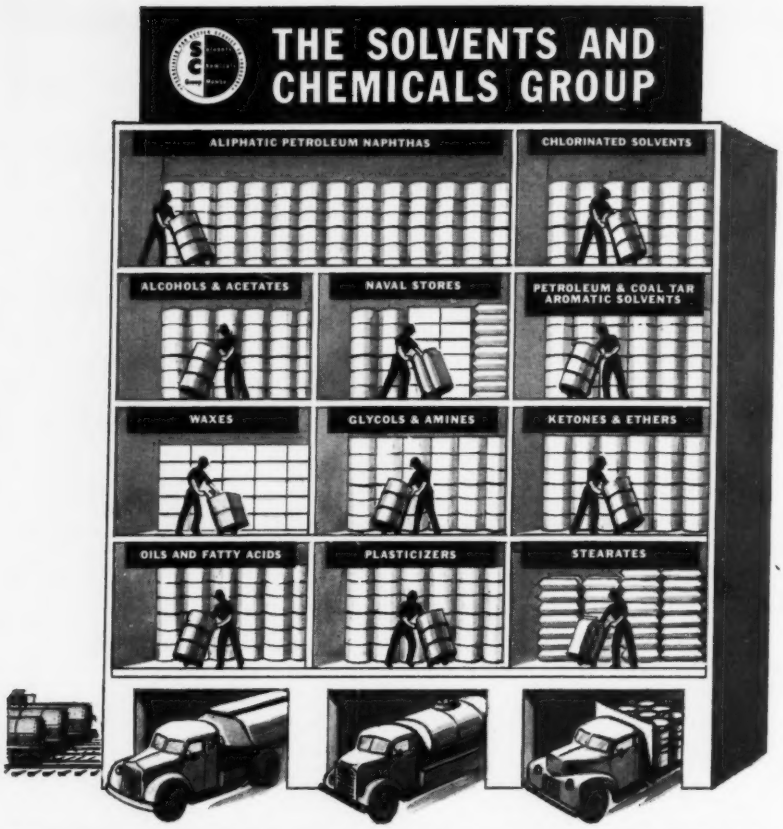
Last Nymphal Instar of the Oriental Cockroach. Single Tests—50 Per Test—Peet-Grady (216 cu. ft.) Chamber

Formulation	Dosage grams	Knockdown 15 Minutes	Knockdown 30 Minutes	Dead and Moribund 120 Hours
OTA	49.1	8	40	68
	38.7	4	44	54
	30.3	6	14	14
0.5 Pyrethrins	16.2	6	16	34
4.0 Sulfoxide	11.1	6	6	18
	4.2	26	42	4
1.0 Pyrethrins	12.1	6	30	96
5.0 Sulfoxide	8.0	4	16	54
	4.2	0	8	24

TABLE VII.

Some Sulfoxide Aerosol Formulations Compared with the Official Test Aerosol (OTA) Using Three Species of Cockroaches

Formulation	Last Nymphal Instars German Cockroaches	American Cockroaches	Oriental Cockroaches
1.0% Pyrethrins 5.0% Sulfoxide	6.7 times the OTA	5.8 times the OTA	5.6 times the OTA
0.5% Pyrethrins 4.0% Sulfoxide	3.5 times the OTA	3.2 times the OTA	2.1 times the OTA
0.25% Pyrethrins 2.00% Sulfoxide	+34 over the OTA	+ 9 over the OTA	—



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GRAND RAPIDS, Grand Rapids 5-9111

compared with OTA against the three species of cockroaches is given in Table VII.

Fales, Bodenstein and Nelson (8) have recently reported that a potent aerosol, used in aircraft, containing one percent pyrethrins and three percent DDT gave a better kill of American cockroaches by adding two percent sulfoxide to the formula. At a dosage of 20 grams per 1,000 cubic feet the mortality of adult females was 78 percent with sulfoxide and 54 percent without; the mortality of the large nymphs was 60 percent with sulfoxide and 34 percent without.

Conclusions

A SURVEY (9) of the aerosol industry showed that 38.9 million aerosol "space insecticides" were sold in 1953. In the same year, 4.4 million pressurized "residual insecticides—roach and ant sprays —" were sold. This suggests that the industry recognized that there was a need for something more effective and longer lasting than the household space aerosol against cockroaches.

History (2) has shown that the insecticide industry and the aerosol industry together have been active over a period of 25 years in establishing testing methods and minimum standards for the protection of both the consumer and the manufacturer. Long ago the industry accepted the proposition that the use of excessive quantities of insecticide did not compensate for the lack of quality.

The data presented in this paper show that there is a wide difference in the effectiveness of aerosol insecticides against cockroaches and therefore, a minimum standard and a method of testing is needed.

Some aerosols containing sulfoxide and pyrethrins are highly effective against German, American and oriental cockroaches.

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Third SAACI Sales Clinic

The third chemical sales clinic of the Salesmen's Association of the American Chemical Industry was held at the Hotel Commodore, New York, Oct. 11. The one-day meeting featured addresses by executives in the chemical industry. Included were J. Warren Kinsman, vice-president of E. I. du Pont de Nemours & Co., Wilmington, Del.; Dr. Ray P. Dinsmore, vice-president of Goodyear Tire & Rubber Co., Akron, Ohio; J. S. Crockett, director of sales training, Minnesota Mining & Mfg. Co., St. Paul; Frank Lovejoy, director of sales for Socony-Vacuum Oil Co., New York; George Polzer, general purchasing agent, chemical raw materials, American Cyanamid Co., New York; Ernest Hart, executive vice-president, chemical division, Food Machinery & Chemical Corp., New York, and Charles O'Connor, president Reichhold Chemicals, Inc., White Plains, N.Y.

CSMA Outlines December 6-8 Program

SHIPPING problems and freight rates are among the subjects to be discussed during the 41st annual meeting of the Chemical Specialties Manufacturers Association to be held at the Hotel New Yorker, New York City, Dec. 6, 7 and 8.

Harry Campbell, chief inspector of the Bureau of Explosives of the Association of American Railroads, Inc., New York City, will speak on the regulations of the Bureau governing the shipping of household and industrial chemical specialties. A discussion of freight rates will be another highlight of the review of shipping problems.

The election of officers and members of the board of governors will also take place at the December meeting. This year's annual convention will be a three-day meeting.

Association committees and the board of governors meet on Monday, Dec. 6, with discussion sessions starting the following day. Meetings of the six divisions of CSMA will be held as concurrent individual or joint sessions the morning and afternoon of Tuesday, Dec. 7 and Wednesday afternoon, Dec. 8. A general session is planned for the morning of Dec. 8.

Names of the winners of the CSMA Aerosol Festival will be announced at the group luncheon, Tuesday, Dec. 7, at which time also the CSMA will present its achievement awards.

A post-luncheon speaker is scheduled for the group luncheon on Wednesday, Dec. 8, on the evening of which the cocktail party, banquet and floor show will be featured.

Program highlights for the 41st annual meeting include the report on the Du Pont Aerosol Market Survey; a discussion of the marketing of small package insecticides; a symposium on what consuming industries expect of suppliers of soaps, detergents and other cleaning materials; a paper on the role of the American Society for Testing Materials as a standard setting organization; a symposium on testing of newer disinfectants; and a review of the laws affecting brake fluid, antifreeze and similar products.

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AMA Studies Toxicity

A conference on the health problems of household chemical products was held at the headquarters of the American Medical Association, Chicago, Sept. 29. The conference was sponsored by the Committee on Toxicology of the AMA's Council on Pharmacy and Chemistry. In a letter announcing the conference, Bernard E. Conley of the AMA stated that the Council on Pharmacy and Chemistry recently authorized the formation of a committee on toxicology to study the health problems of chemical products such as drugs, pesticides, cleaning, polishing and sanitizing agents, cosmetics, automobile maintenance and performance chemicals, paint products, art and hobby supplies and similar household materials.

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Hamilton on Aerosols

A talk on the development, perfection, applications and growth of aerosols was given by H. W. Hamilton, secretary of the Chemical Specialties Manufacturers Assn. on Oct. 13 as part of a symposium on the transportation, packaging and labeling of chemicals. The symposium, sponsored by the Manufacturing Chemists Assn., was a part of the program for the Eighth National Chemical Exposition held in Chicago.

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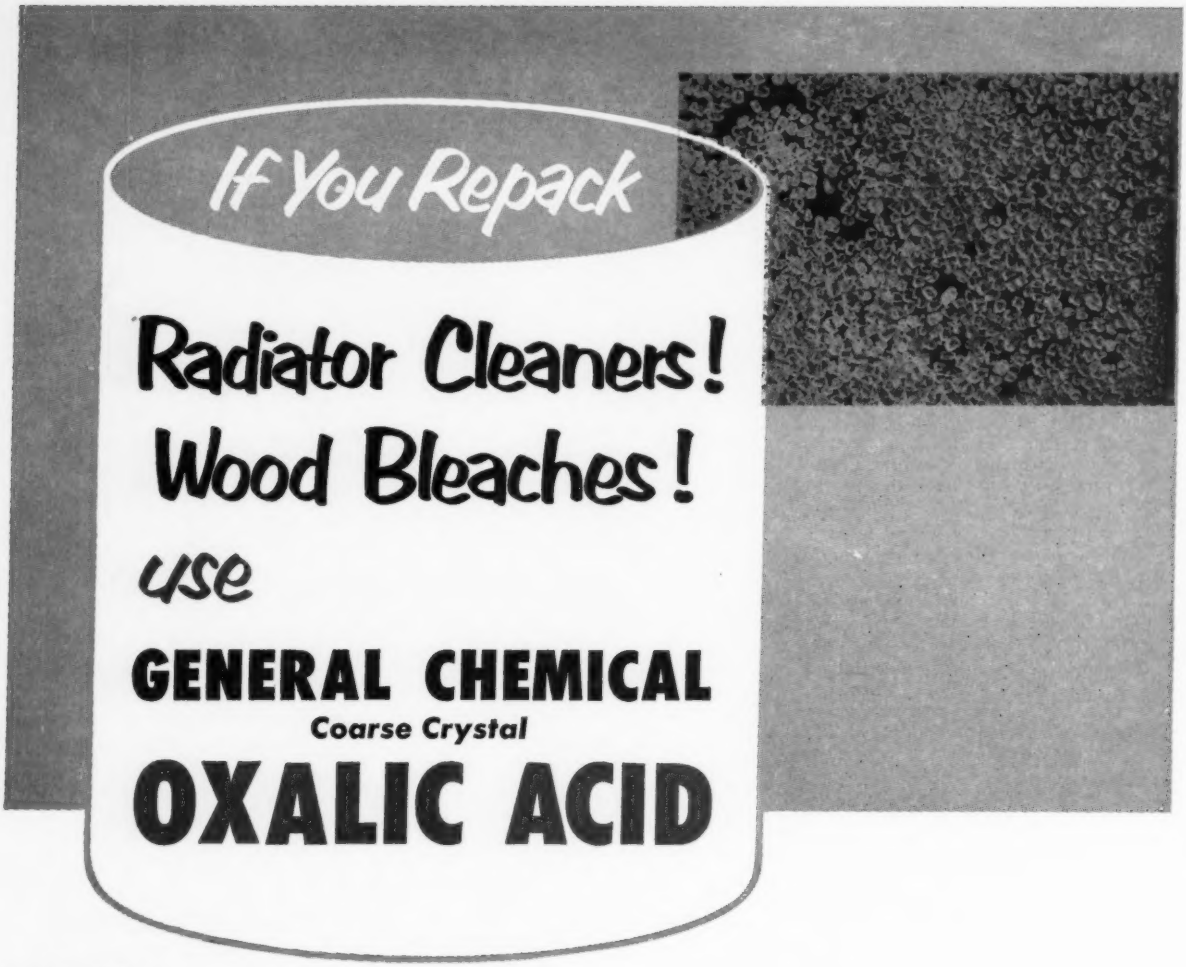
Bushkoff to Olin Mathieson

Herbert C. Bushkoff, an administrative assistant at the Bayonne, N.J., plant of Geigy Chemical Corp., New York, recently joined Olin-Mathieson Chemical Corp., Baltimore, as a technical assistant on insecticides. Mr. Bushkoff came to Geigy when it acquired National Magnesium Co., Elkton, Md., in 1947.



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News

Finnerty Rejoins Fuld

Logan Finnerty, for the past year eastern zone manager for Davies-Young Soap Co., Dayton,

Logan Finnerty

O., has rejoined Fuld Brothers, Inc., Baltimore, it was announced late last month by Joseph Fuld, vice-president and sales manager of Fuld.

Mr. Finnerty had acted as a sales consultant on the merchandising of sanitary supplies before going with Davies-Young. Previously he had been with Fuld Brothers for a number of years. He is a graduate of Creighton University, Omaha.

At the same time Fuld Brothers announced that William Durn resigned as a sales representative.

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Chase In New Plant

Chase Products Co., Maywood, Ill. manufacturers of aerosol products, began operations on Sept. 27, at its new plant in Broadview, a Chicago suburb. The building, which cost $250,000, provides 30,000 square feet of floor space for the production of the company's line of pressurized products. It supersedes an older and smaller factory at Maywood, from which, it is understood, Chase will transfer all of its activities, when the new plant is in full operation.

Starting in 1947 with an insecticide aerosol, developed by the Chase founder, Charles W. Svendsen, the line now includes toiletries, paints, enamels, and other surface coatings and deodorants. The firm's sales last year were over one million dollars. Robert W. Svendsen is president of Chase Products Co., having succeeded his father in this office about four years ago.

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Michigan Names Gump

Appointment of J. R. Gump as research supervisor in charge of the inorganic section was announced recently by Michigan Chemical Corp., St. Louis, Mich. Before joining the firm's technical division in 1953, Dr. Gump spent three years as a teacher at Lawrence Institute of Technology and at the University of Cincinnati. Donald Kase and Robert Meyerand were appointed process engineers in the process and development section, it was announced at the same time.

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New NSSA Bulletins

The National Sanitary Supply Association, Chicago, recently released three new bulletin board editions of "Modern Sanitation Methods." Pamphlet No. 6 pictures and explains the most efficient method of sweeping narrow and wide stairways. No. 7 presents suggestions for sweeping classrooms with stationary and with movable seats, while No. 8 covers the dusting of the classroom and gymnasium. Each of these editions costs $3.50 per hundred and may be ordered from the association.

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Orr Joins Knox

Roy T. Orr, until recently sales manager of the bulk insecticide division of Diversey Corp., Chicago, has joined Knox Chemical Co., Chicago, as general sales manager it was announced last month by L. A. Rauthbord, president of the firm. Knox makes industrial insecticides and acts as a distributor for a line of sprayers and insecticide applicators.

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Trio Names Kuhn

Myron A. Kuhn has been appointed sales manager of Trio Chemical Works, Inc., Brooklyn,

Myron A. Kuhn

N.Y., it was announced recently. Mr. Kuhn's previous associations include Beechnut Packing Co., Canajoharie, N.Y.; O-Cedar Corp., Chicago, and Airwick Division of Seeman Brothers, New York.

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Win Hill Sales Contest

Winners in the summer vacation sales contest conducted for members of the sales staff of Hill Manufacturing Co., Atlanta, were announced recently.

Top prize of an all-expense-paid week's vacation in Miami Beach, Florida, went to William Budd of Denmark, S. C., who has been with the firm for four years. Second prize was won by E. Margoles of Charlotte, N. C., who also wins an expense-paid trip to Miami Beach. Isidore Smith of Atlanta won third prize, and fourth and fifth prizes, respectively, were won by John A. Thompson of Conway, S. C., and Paul M. Bookout, Sr., Pensacola, Fla.

Hill Manufacturing Co. manufactures and sells a complete line of insecticides and sanitary supplies for industrial plants, schools, institutions, restaurants, service stations, hospitals, municipalities, etc.

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• Just a few weeks from now this famous product will be helping set the scene for Santa Claus' visit • Like so many other top leaders in aerosol-dispensed products, "MAKE IT SNOW" uses the valve that has established a new high in aerosol efficiency.

• INSECTICIDES dispensed by Pres-O do a quick, clean job with no annoying after-drip or leakage. ➡

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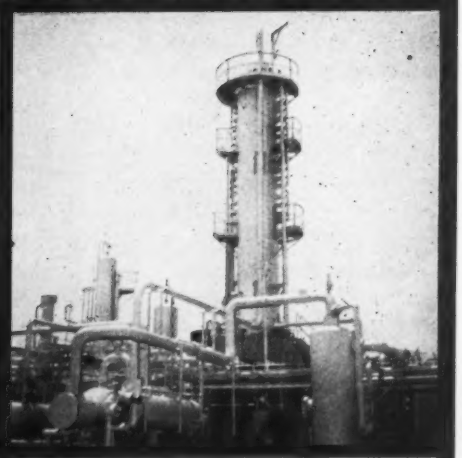

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Complete information, prices, technical data and samples are available on request.

PW2-54-2

NACA Meets, Elects W. W. Allen of Dow

W. W. Allen, manager of agricultural chemical sales for Dow Chemical Co., Midland, Mich., was elected president of the National Agricultural Chemicals Association at the 21st annual meeting at Spring Lake, N. J., Sept. 8-10. He succeeds Paul Mayfield, general manager of the naval stores department of Hercules Powder Co., Wilmington, Del.

Speaking on the "Relationship of Pesticides to Health," Dr. D. E. Price, M.D., Assistant Surgeon General of the Public Health Service, declared that insecticides do not cause any diseases or increased susceptibility to disease in either man or animals. Claims that insecticides, particularly DDT, are responsible for an increase in poliomyletis, in gastrointestinal complaints, cancer, and for a wide range of psychoneurotic disturbances are not accepted by the vast majority of physicians and other scientists who have studied the problem, Dr. Price stated. He said that although cases of acute poisoning have been reported for some of the newer chemical insecticides, their record is generally good.

Fair treatment was assured the insecticide and related industries by the Food and Drug Administration under the new Miller law by William W. Goodrich, assistant general counsel for food and drugs in the Department of Health, Education and Welfare.

A highlight of the meeting was the distribution of NACA's annual report for the year ending Aug. 31, 1954. The two important developments of the year for the association the report indicated were the passage and signing into law of the Miller Bill and the inauguation of the herbicide program to expand the use of these and related products.

With the election of Mr. Allen to the presidency, his post as NACA vice-president was filled by Fred W. Hatch, vice-president, agricultural chemicals division, Shell Chemical Corp., Denver. Lea S. Hitcher was reelected executive secretary and treasurer of NACA.

Elected to the board of directors to serve five year terms were: Chester M. Brown, executive vice-president, General Chemical Division, Allied Chemical & Dye Corp., New York; Charles H. Sommer, Jr., vice-president, organic chemicals division, Monsanto Chemical Co., St. Louis; and J. V. Vernon, president, Niagara Chemical Corp., Middleport, N. Y.

W. W. Allen

J. V. Vernon

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Motel Show for Chicago

The National Motel Show will be held at the Morrison Hotel, Chicago, November 1 through 3, it was announced recently. More than one hundred manufacturers and service organizations will display their products at the show.

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Velsicol Advances Three

Harry L. Mahl has been advanced by the Velsicol Corp., Chicago, to the position of superintendent of the new insecticide department of the firm's Memphis, Tenn., plant. Mr. Mahl joined the Memphis plant in 1952 and was previously associated with the Gulf States Paper Corp., Tuscaloosa, Ala.

At the same time the advancement of Marvin Lissner to superintendent of the Memphis heptachlor plant was announced. With Velsicol since 1951 he joined the Memphis plant's engineering staff in 1952.

John C. Tapas has been advanced from the product development section on new chemicals of the firm's industrial division to head a new section devoted to resins development.

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Join Diamond Alkali

Chester D. Rudolf and Dr. William D. Jones recently joined the silicate, detergent, calcium division of Diamond Alkali Co., Cleveland. They are engaged in technical service and applied research activities in the calcium carbonates section of the division, working at Diamond's technical center in Painesville, O.

Mr. Rudolf, who serves as group leader in applied research in calcium carbonates, came to Diamond from New Jersey Zinc Company's plant in DePue, Ill.

Dr. Jones is engaged primarily in technical service work on calcium carbonates. He was formerly with Rohm & Haas Co., Philadelphia, where he was connected with sales development.

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CSMA Moves Offices

The Chemical Specialties Manufacturers Association moved its offices on September 27 to new and larger quarters at 50 East 41st St., New York 17, it was announced, by H. W. Hamilton, CSMA.

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CONCENTRATED LIQUID DETERGENT

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QUICKLY REMOVES GREASE and SOIL

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secretary. The new telephone number is MUrray Hill 5-8722. The offices are located on the tenth floor of the Chemists' Building which also houses the Chemists' Club.

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Test Tiles Now Available

Tentative Official Test Asphalt Tiles, furnished by Johns-Manville Co., New York, are now available from the Chemical Specialties Manufacturers Association. The dark red tiles come in standard boxes containing 74 pieces, nine inches square and one eighth of an inch thick, at $9.00 to members and $10.00 to non-members, f.o.b. New York, delivery charges to the account of the purchaser.

The test tile should be washed with soap and water and thoroughly rinsed before use. The gloss of the material falls between seven and nine. Preliminary tests of the coefficient of friction, using the James machine, yield approximately 0.75 for the unwaxed asphalt tile.

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Boston BIMS Golf Winners

Winners of the final golf outing of the 1954 season of the BIMS of Boston at Nashua Country Club, Nashua, N.H., Sept. 15, were announced recently by Hart Harris, Jr., chairman. Golf prizes were won by Bill Peters, Winslow Bros. & Smith Co.; Stan Krystianiak, New England Chemical Supply Co.; Charles Karkalits, Hoffman LaRoche, Inc.; Herbert Kishbaugh, Solvay Process Division; Thornton Jesdale, Monsanto Chemical Co., and Al Weston, BB Chemical Co. Door prize winners included Milton Coleman, Carrier Corp.; Fred Baker, Jr., Fritzsche Brothers, Inc.; James Kelly, Pacquin, Inc.; Ed Bement, BB Chemical Co.; George Blake, Givaudan-Delawanna, Inc., and Hart Harris, Jr., S. B. Penick & Co.

A special prize of a complete Polaroid camera set was won by James Kelly of Pacquin, Inc.

Special tribute was paid to the late Frank N. Groccia, W. J. Bush & Co., who died recently.

Wax Promotion Features Lucille Ball

A PROMOTIONAL tie-in featuring Lucille Ball of the "I Love Lucy" TV show and "Ultra Gloss" water emulsion type floor wax, plus a special deal to retailers and a premium for consumers, were announced late in September by Austin W. Jones, sales director of Ultra Gloss Division of Ultra Chemical Works, Inc., Paterson, N. J.

Ultra's Lucille Ball Counter Display

The Lucille Ball promotion story is being told to franchised housewares and hardware jobbers throughout the New York and New Jersey territories in a series of special meetings being conducted by Mr. Jones.

Housewares and hardware retailers who are distributing "Ultra Gloss" are being offered a special deal which includes an introductory supply of the new pint size of "Ultra Gloss" floor wax. By purchasing one dozen each of the four sizes of "Ultra Gloss," retailers are given 12 free pints of the wax retailing for $7.80, which is said to increase the profit margin per deal to over 43 percent.

Consumers are being offered a free pint of "Ultra Gloss" floor renewer with their purchase of the quart or half gallon size of "Ultra Gloss" floor wax, and two pints of floor renewer are being given away free with the gallon size of wax.

Backing the floor wax campaign at the point of sale are store streamers, counter display cards and special package labels featuring Lucille Ball with the campaign geared to the theme of Lucy's statement, "Love that Ultra Gloss Gleam."

The largest advertising campaign in the history of "Ultra Gloss" floor wax is being directed to consumers with full color advertising appearing in Sunday rotogravure supplements in the metropolitan area. In addition there will be a series of advertisements in 800 and 420 line size in a large list of daily papers.

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FTC Studies Floor Wax

The Federal Trade Commission is currently investigating trade practices in the floor wax and floor polishes industry to determine whether such practices require the attention of the commission. Letters to 100 manufacturers form the basis of the investigation. However, it is understood that floor products manufacturers who have come into business since 1946 are not to be covered by the letters, which are designed to bring up to date information requested of the same 100 companies in 1946.

Last month the F.T.C. announced that it was dropping the idea of setting up trade practice rules for the floor wax industry.

The letters manufacturers are receiving request information regarding product formulation, labels and advertising currently being used.

Such action as the F.T.C. may take against individual companies will be based on types of claims they are advancing for their products. These include claims that a product contains carnauba wax, when it actually contains only a small percentage; claims that a product is superior to all others and borderline claims involving the use

(*Turn to Page* 201)

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STEEL PAILS

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LUG CLOSURE POURING PAILS

Combination shipping and dispensing containers which insure safe delivery of your products and convenience in using them. Full opening for easy filling. Made of fine quality steel on modern production equipment to exacting standards.

DRUM-TYPE CLOSED-HEAD CONTAINERS

Required for the shipment of many thin liquids, these Vulcan containers have welded side-seam, top and bottom double-seamed, and are offset at the top for solid stacking.

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Made in a wide range of trade sizes for liquid, dry and solid products, these sturdy pails have accurately formed cover lugs which are crimped beneath the curled rim of the pail to make a closure which defies all shipping hazards.

HI-BAKE LININGS — POURING NOZZLES AND SPOUTS— Hi-Bake Linings are applied under the control of scientific instruments and are available in all styles of Vulcan pails and drums. Pouring openings may be had with Push-Pull Spouts and either screw or U-Pressit caps with tamper-proof seals—with reversible, flexible polyethylene spouts or other popular pouring nozzles and spouts as required.

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MAINTENANCE MEN

Snatch up dust
QUICK — EASY
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the wonderful

BIG X SWEEP MOP

BIG X — the most amazing performer ever created for fast, thorough dust removal. Doubles labor efficiency. Just once over—lightly—and the floor is like new! A durable giant in a range of widths from 1 to 5 feet! (Can be removed from block for washing.)

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Our nationally-famous

VICTORY WET MOP

Thousands of maintenance men use only VICTORY MOPS for wet-mopping. They know from experience the VICTORY with its sturdy, heavy-duty yarn, is in a class by itself for quick pick-up, for durability, for true economy . . . Try it and you'll agree enthusiastically!

HOLZ-EM APPLICATOR

This applicator seems to have no sales limit! Used by more professionals than any other . . . HOLZ-EM is constructed of sheepskin especially selected for correct wool-texture. Assures even-spreading of wax, seals, varnish, etc., to any type of floor.

Order these AMERICAN STANDARD products from your regular supplier. He has them—or can get them for you. If not, write direct for complete details and prices.

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Donald W. Spurrell

Spurrell to Vulcan

The naming of Donald W. Spurrell as assistant to the president of Vulcan Steel Container Co., Birmingham, Ala., was announced late last month by Gordon D. Zuck, president.

A graduate of the University of Alabama, where he received a B.S. degree in chemistry and an LL.B., in law, Mr. Spurrell served with the U. S. Navy during World War II.

His new duties include industrial relations, production control methods and research on the line of steel pails and drums manufactured by Vulcan.

—★—

Winberg Heads Aerovap

F. F. Winberg, general manager for the past year, was recently elected president and a member of the board of directors of American Aerovap, Inc., New York. Mr. Winberg has been with the company for the past five years, having previously been purchasing agent for the Hudson & Manhattan Railroad. At one time Mr. Winberg was vice-president in charge of production for Gallowhur Chemical Co., New York.

Other officers of American Aerovap include: vice-president, Walter A. Quinn; treasurer, Albert A. Wilson, and secretary and assistant treasurer, Mortimer Grunauer.

In his new capacity, Mr. Winberg succeeds Joseph A. Moran, who resigned as president July 1, 1953. Mr. Winberg plans to expand the company's sales activities both domestically and abroad.

—★—

Lafferty of Hercules Dies

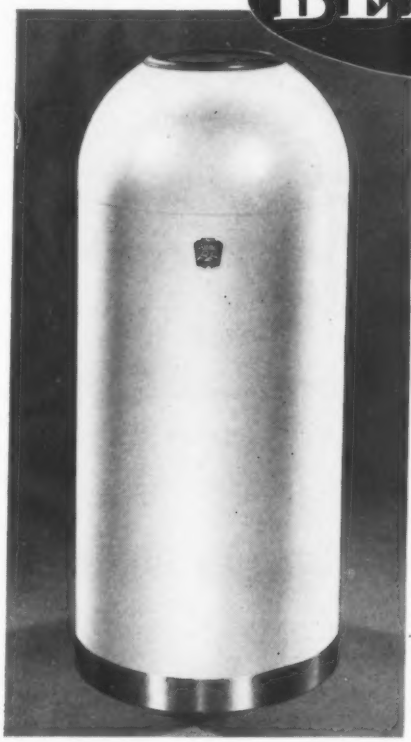
John R. Lafferty, manager of the New York office of Hercules Powder Co., Wilmington, Del., died recently in Alton Bay, N. H., while on vacation. Mr. Lafferty joined the firm in 1913. Surviving him are his widow, Betty A. Lafferty, his mother, two brothers, and a sister.

New Velsicol Folders

Two new consumer folders were published recently by Velsicol Corp., Chicago. "Control Ants With Chlordane" includes special application procedures, a finished formulation chart, and other pertinent information. The other booklet is concerned with mosquito control with "Heptachlor". Rates of application for the control of larvae and adult mosquitoes as well as for residual applications are supplied.

Announcing New, Exclusive

BENNETT



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Waste Receptacles

FOR MULTIPLE SALES AND GREATER PROFITS *stock and sell Bennett Drop-in Waste Receptacles... no maintenance problems ...you keep all the multiple profits.*

COMPLETELY NEW in design ...no moving parts, nothing to break, nothing to adjust, nothing to push, nothing to touch, nothing to snap back or swing back and forth... just drop in paper towels, cups, and other waste in top and make cleanliness and neatness automatic.

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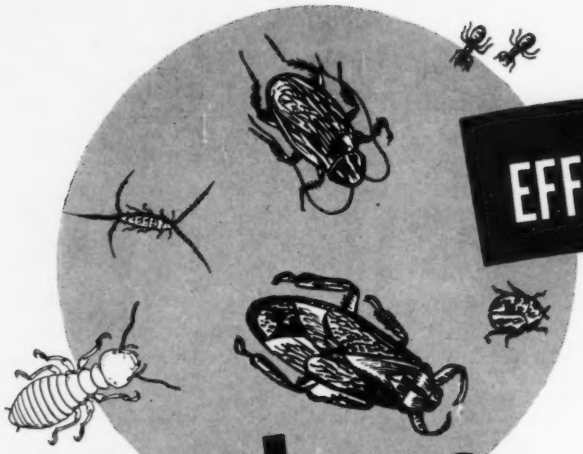

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Control of persistent household and institutional insect pests depends on use of an insect toxicant consistent in performance, high in initial kill and with long residual action.

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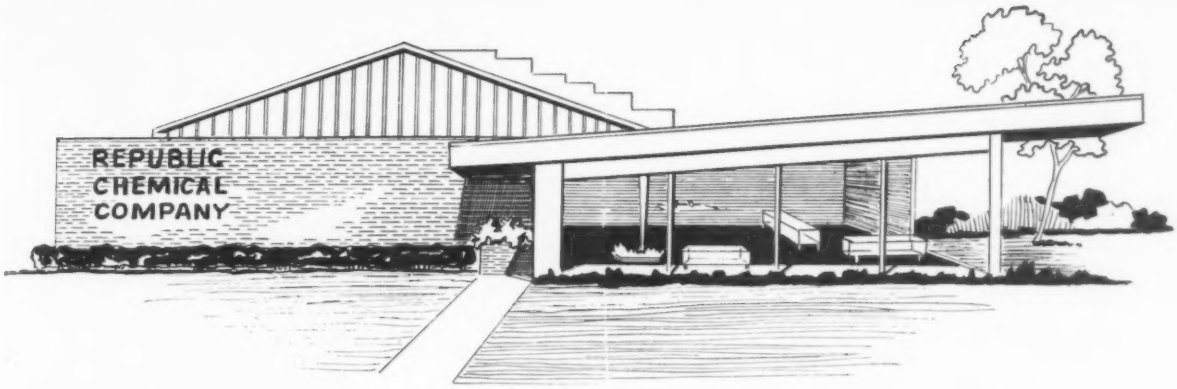

Republic Chemical Co. recently opened this new retail store and wholesale warehouse at 1902 North Beckley St., Dallas, Tex. The firm, headed by Robert N. Bauman, general manager, handles a complete line of sanitary supplies, including soaps, waxes, insecticides and disinfectants for industrial and home use. These items are sold under the "Re-Co" trade name.

Mr. Bauman, who has been selling sanitary supplies for the past 15 years, plans to provide a new service for home owners, in addition to supplying the needs of the Dallas industrial market. The firm is demonstrating to retail customers how the application of professional industrial-type cleaners and soaps can result in more efficient and economical residential maintenance.

To encourage retail, as well as industrial consumers, Republic Chemical's new 4,200 square foot building has attractively designed, air-conditioned sales and display areas.

Wax Importers Elect

Luis M. Argueso, Sr., of M. Argueso & Co., Mamaroneck, N. Y., was elected president of the America Wax Importers & Refiners Association at its seventh annual meeting at the New York Athletic Club, New York City, Sept. 15.

Other officers elected include: vice-president, Charles Bullock of Strahl & Pitsch, Inc., New York; treasurer, Edward Hess, F. W. Steadman Co., New York; secretary, John J. Garvey, M. Argueso & Co. Named to serve as directors were: Charles Christman of Smith & Nichols, Inc., New York; Alfred Drucklieb of Strohmeyer & Arpe Co., New York; R. E. Sievert, Frank B. Ross Co., Jersey City, N. J.; Mr. Bullock and Mr. Argueso.

— ★ —

Booklet on Thanite

A new technical booklet presenting up-to-date information about the properties and uses of "Thanite," insect toxicant, is available from Hercules Powder Co., Wilmington, Del., it was announced last month.

Fields of application for "Thanite," described in the new booklet, include household sprays, aerosols, livestock sprays and pesticides for a wide variety of formulations.

Information about the use of the insecticide against insects such as house flies, mosquitoes, fleas, lice, bedbugs, ants, silverfish, moths, roaches and horn flies is included.

The booklet gives the properties of "Thanite," formulations, a brief discussion of its application, a report of its physiological activity, methods of assay, and a bibliography of published material relative to "Thanite" and its application.

— ★ —

Dietz of du Pont Dies

Harry F. Dietz, 64, authority on control of insects, weeds, and plant diseases, died Sept. 4 of a heart attack at his home on Burnt Mill Road, Chadds Ford, Pa. Dr. Dietz had been with the Grasselli Chemicals Department of E. I. du Pont de Nemours & Co., Wilmington, Del., since 1932, had been manager of the agricultural chemicals section of Grasselli's technical division since 1949. After obtaining the degree of bachelor of arts at Butler College he served successively as Indiana deputy state entomologist, entomological inspector in the Federal Horticultural Board and Bureau of Entomology in the U. S. Department of Agriculture, and as Indiana assistant state entomologist.

He began graduate work in 1929 at the Ohio experiment station of the Ohio State University at Wooster, received the degree of master of arts in entomology in 1930, and doctor of philosophy in entomology in 1931.

Robert N. Bauman

— ★ —

U.S.I. Moves Sales Office

U. S. Industrial Chemicals Co., Division of National Distillers Corp., has moved its New York sales division offices to the National Distillers Building, 99 Park Avenue, New York, it was announced late last month. U.S.I.'s executive offices as well as the parent company are housed in the same building.

New Breuer Vacuum

The introduction of a new "Tornado" vacuum cleaner, the pick-up range of which includes dirt, dust, oils, liquids, chips or debris was announced recently by Breuer Electric Mfg. Co., Chicago. In addition to increased power, the unit's features include versatility in that it can be converted as a portable shoulder type vacuum unit, a portable electric blower, a high capacity sprayer for insecticides and as a portable blower-sweeper for debris.

—★—

Kernell Sun Director

The election of Harold A. Kernell as a director of Sun Chemical Corp., Long Island City, N. Y., of which Warwick Wax Co. is a subsidiary, was announced recently by Ralph C. Persons, president of Sun. Mr. Kernell is a Sun Chemical vice-president. In addition to this post he is chairman of Sun Chemical's midwest division of General Printing Ink Co.

Harold A. Kernell

—★—

Opens New Lab

Allied Chemical & Dye Corp., New York, recently opened a new research laboratory for its General Chemical Division in Morris Township, N.J. The two million dollar unit consists of a three-storied L-shaped building which provides over 55,000 square feet of floor space. The laboratory has been designed and especially equipped for studies of "Genetron" organic fluorine compounds as well as for product and process development in other fields. More than 30 laboratories, a technical library, and engineering research offices are included as well as a special section for work with radio-active substances and an extensive analytical suite.

—★—

Hooker Stock Split

Directors of Hooker Electrochemical Co., Niagara Falls, N. Y., have called a special meeting of stockholders for Nov. 4, 1954 to act upon a proposed three for one split-up of the common stock of the company by issuing to stockholders of record Nov. 16, two additional shares for each share then held.

The directors at the Oct. 7 meeting of stockholders were to increase the dividend rate on the present common stock by 20 per cent to 60 cents a share quarterly, which would be 20 cents per share after the split-up.

VULCAN Pails and Drums Insure Fullest Measure of Quality and Service

Your pail and drum needs can be solved quickly and easily by Vulcan Steel Container Company.

Leading chemical manufacturers and processors throughout the South depend upon Vulcan for:

- **QUALITY PAILS AND DRUMS in a wide range of sizes and styles (1 to 8 gallons), fully complying with all standard specifications.**
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Both Open Head Lug-Cover Pails and Closed Head Drum type are available, furnished with plain cover, or with any of the popular pouring openings.

In addition to all regular linings, Vulcan produces Hi-Baked Interior Linings and those famous special linings for "hard-to-hold" chemicals.

Vulcan Pails and Drums can be finished with colorful lithographed trade marks and designs forcefully reproduced.

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Hinkle Joins Reilly Tar

Reilly Tar & Chemical Corp., Indianapolis, recently announced the appointment of Robert S. Hinkle as a member of its protective coating sales group. A graduate of the University of Illinois, Mr. Hinkle served with the U.S. Army Air Force during World War II. He makes his headquarters in Granite City, Ill., where he will be associated with the Reilly group headed by E. E. Goodman, district manager.

Robert S. Hinkle

—★—

New Deruster

A new non-electrolytic derusting compound was announced recently by Enthone, Inc., New Haven, Conn., under the trade name "Alka-Deox 114." A free flowing powder, the product is used in concentrations ranging from one to three pounds per gallon of water. The solution is heated to from 180°F to boiling point and is said to remove rust as well as paints, organic coatings and other surface contaminants without attacking the base steel.

—★—

Dieldrin to Control Ants

Dieldrin, made by Shell Chemical Co., Denver, is the weapon of choice in a five-year campaign project against the Argentine ant in Perth, Western Australia. The insecticide is sprayed in a lattice pattern so as to divide the infested area into a series of squares which the ants cannot leave without crossing the dieldrin-treated strips. In addition, all gutters and pavements are treated. Because dieldrin kills without repelling, the worker ants searching for food will cross these bands and die without being able to return to the nests, thus eventually starving the whole colony including the queens. The project is expected to cost 100,000 Australian pounds.

—★—

Expands Custom Packaging

Expansion of their custom packaging service and relocation in new quarters at 15 Wayne Ave., Suffern, N. Y., was announced recently by A. D. Finkelstein & Co. Additional automatic flexible packaging machinery has been installed at the new headquarters enabling the firm to offer a complete packaging service, including the packaging of granular products, "Hand operation" packaging, sampling, premiums, special promotions, etc.

The new location provides over 5,000 square feet of manufacturing space, with additional rooms for light and heavy storage under controlled conditions. These rooms are air conditioned to control temperature and humidity conditions.

A. D. Finkelstein also does formulation work, as well as purchasing raw materials, packaging materials and compilation of complete sales units in single or multi-unit packaging.

—★—

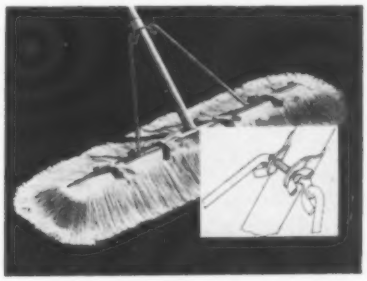
Join Hercules Board

Three new members were elected to the board of directors of Hercules Powder Co., Wilmington, Del., it was announced September 29. The new directors are: L. W. Babcock, director of personnel; John E. Goodman, treasurer; and Ernest S. Wilson, director of engineering.

Mr. Babcock joined Hercules in 1917 as a chemist. He has been in his present position since 1945. Mr. Goodman, with the firm since 1946, has been treasurer since 1954. Mr. Wilson, who joined Hercules as an engineer in 1923, became director of engineering in 1947.

New Mop Handle Brace

A new handle brace is now available for sweep mops made by American Standard Mfg. Co., Chicago, it was announced late in September by Charles E. Krebs, president. The new "Gibraltar Handle Brace" is designed to prevent breakage of mop handles, according to its designer, Mr. Krebs.



This completely assembled brace can be fastened on without tools. It is both adjustable and removable. Rugged construction, leg-angles and locking mechanism combine to hold handles tight and rigid, according to its maker.

The "Gibraltar" brace is of heavy, steel construction and plated for complete rustproofing. The heavy steel collar is contractable around the handle and is tightened by tension of the heavy-duty thumb nut.

The brace fits all models of American Standard dust mops, including the firm's "Big X" sweep mop, which comes in a variety of widths up to five feet.

—★—

A. Wasserscheid Dies

August A. Wasserscheid, former vice president of Mallinckrodt Chemical Works, New York, died September 27. He was 83 years old.

Mr. Wasserscheid graduated from Columbia University in 1892 and joined Mallinckrodt in 1893. He became general manager of the eastern division in 1913 and was subsequently appointed vice president. He held this position until his retirement. Mr. Wasserscheid is survived by his widow Florence A. Wasserscheid.

He made his home in Garden City, N. Y.

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Schrader Moves L. A. Office

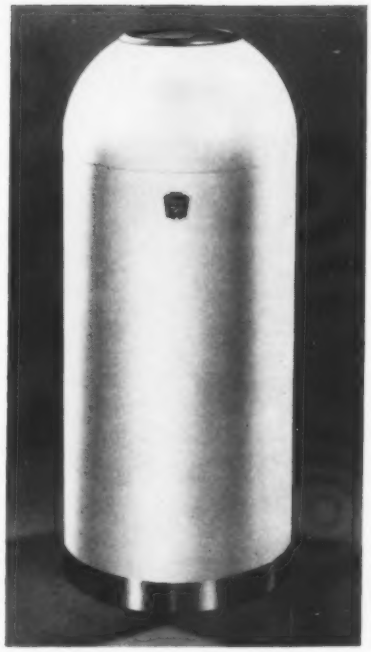
A. Schrader's Son, aerosol manufacturing division of Scovill Manufacturing Co., Brooklyn, N.Y., moved its California branch headquarters on October 1. The new and larger premises are at 6464 Flotilla Street, Los Angeles 22.

— ★ —

New Waste Receptacle

A new, exclusive "Drop-In" waste receptacle was announced recently by Bennett Manufacturing Co., Alden, N. Y. The round-top waste receptacle which features a gasketed unobstructed opening at top leaves both hands free for depositing waste. The new unit features no moving parts. The exterior is white baked on enamel finish with a wrap-around stainless steel base. Extra heavy duty steel is phosphate primed for corrosion resistance.

The new Bennett "Drop-In" waste receptacle is complete with full-size, water-tight galvanized liner which is equipped with convenient, full swing handle for rapid emptying. The new receptacle is



35 inches high and 15 inches in diameter.

A fully descriptive, illustrated bulletin on the "Drop-In" waste receptacle is available by writing Bennett in Alden, N. Y.

Zep Moves Dallas Plant

The Dallas, Tex., facilities of Zep Manufacturing Corp., Atlanta, Ga., have been moved to a new 24,500 square feet plant at 1103 Slocum Street, it was announced recently by Mandle Zaban, founder and president of the firm. The new unit includes a number of large mixing units for the compounding of detergents, powdered cleaners, soaps and a line of chemical maintenance materials. A battery of stainless steel tanks for the manufacture of liquid sanitation chemicals are also part of the installation.

— ★ —

Sarasota Bans Parathion

An emergency ordinance prohibiting the sale or use of parathion or other toxic organic phosphates within the city limits was passed by the Sarasota city commission last month, according to City Manager Kenneth Thompson. The ordinance was drawn after city officials received reports that persons exposed to these chemicals had suffered ill effects.

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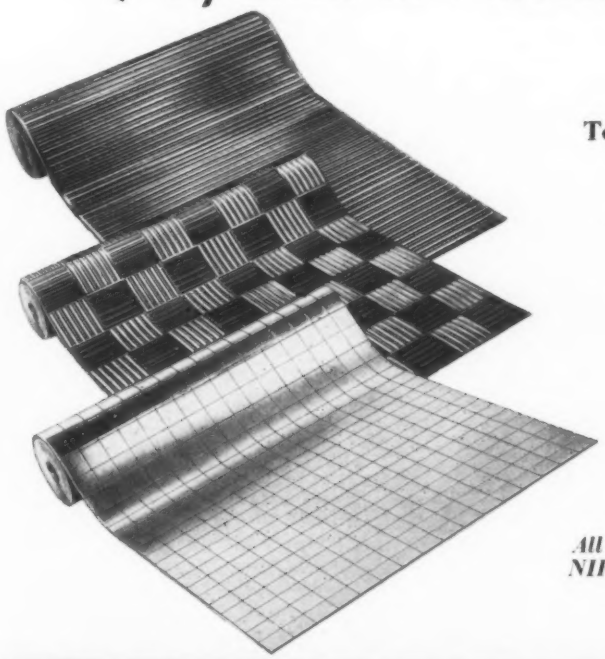

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NPCA Announces Program

The program for the 21st annual convention of the National Pest Control Assn. to be held Oct.

Ralph E. Heal

18 through 21, at the Di Lido Hotel, Miami Beach, Florida, was announced recently by Ralph E. Heal, the group's executive secretary.

Papers to be read include among others: "Insecticide Resistance in Household Insects" by William C. McDuffie, Insects Affecting Man and Animals Section, U. S. Department of Agriculture; "Recent Findings with Respect to Anticoagulant Rodenticides" by H. J. Spencer, Fish and Wildlife Service, U. S. Department of the Interior; "Recent Developments in Fly Control" by Herbert F. Schoof, Communicable Disease Center, U. S. Public Health Service; and "Gas Concentrations in Fumigation" by Karl Hassler, Neil A. Maclean Co., San Francisco. The same author will speak on "Fumigants in Control of Dry Wood Termites and Subterranean Termites in California" before the termite symposium and forum.

—★—

Cawley in New Post

James V. Cawley, editor of *Modern Sanitation* magazine since its founding in 1948, has resigned to become vice-president of Industrial Sanitation Counselors, Louisville, Ky., sanitation cost control specialists, it was announced early this month by Mohe H. Solworth, president.

In his new position Mr. Cawley is primarily responsible for handling the arrangements for the 1955 series of one-day cost control clinics on the subject of "Organizing a Sanitation Program Based on Work Standards," which Industrial Sanitation Counselors will conduct in metropolitan centers from coast to coast beginning in the East in January.

A graduate of the University of Notre Dame, Mr. Cawley was an instructor of English and Social Sciences prior to World War II, in which he served as a U. S. Naval officer. On his release from the Navy he joined the editorial staff of Haire Publishing Co., New York business paper publishers. He left that post to join Powell Magazines, Inc., New York publishers of *Modern Sanitation*.

—★—

Vulcan Pails in Canada

The manufacture of steel shipping containers at its newly established plant was announced recently by Vulcan Containers, Ltd., Toronto. The firm also produces tin cans.

Pails manufactured at the new Vulcan plant are tested before delivery and comply with the specification requirements of the Bureau of Transport Commission rulings, according to the firm. The lug closure is by sturdy lugs crimped beneath the curled rim of the pail. The cover gasket is tightly compressed and forms an air-tight, liquid-tight and shift-proof container. A corrugation bead at the top reinforces the wall and the offset bottom provides added strength and permits stacking, the maker claims.

—★—

Gair Names Nix

The appointment of Milton A. Nix as a special sales representative for Robert Gair Co., New York, was announced recently by William T. May, Jr., vice-president in charge of container operations for Gair. Mr. Nix, who is a graduate of the University of Virginia, is located at Gair's Ohio Corrugated Box Division, Cleveland. Previously, for 19 years, he had been with Container Corp. of America in both container and carton sales.

Front view of Allied Chemical & Dye Corporation's newest research laboratory which was opened recently by its General Chemical Division in Morris Township, N. J. Here, General Chemical's research staff will expand the division's diversified research program in industrial, agricultural and fine chemicals. With the completion of this research center, adjacent to the company's Central Research Laboratory, every division of Allied Chemical will have added new research laboratories since the end of the war.

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Lien Chemical Co. is 25 Years Old

LIEN Chemical Co., Franklin Park, Ill., last month celebrated its 25th year in the sanitary supply business. Founded in September, 1929, by Carl B. Lien, who is president of the firm, the business was originally operated from the home of Mr. Lien's father, at 5030 Grace St., Chicago. Initially, and for some time after the founding of the firm, Mr. Lien was the only salesman, having Nels Anderson, who is still with the company, acting as a service man.

Maintenance supplies, sold through the merchandising division, were added as a logical extension of the Lien sanitation service. The need for a firm such as his to sell sanitary supplies became obvious as Mr. Lien noticed increasing numbers of public washrooms that were inadequately supplied with soaps, towels, toilet tissues, receptacles, etc.

Similarly, an exterminating service was offered to control rats, mice, roaches, etc. The completeness of the services offered by the firm resulted in the adoption of the slogan "Everything for Sanitation."

With the rapid expansion of the firm through the early and mid-thirties, it eventually became necessary for Lien Chemical Co. to expand its plant facilities. In 1938, the firm purchased a factory and office building at 4353 N. Avondale Ave. in Chicago. The opening of branch offices in Milwaukee, Rockford, Ill., and South Bend, Ind., followed by one year. A branch in Miami, Fla., was opened in early 1953.

During the war years Lien Chemical Co. outgrew its Avondale Ave. building and in February, 1949, the firm moved to its present location in Franklin Park, Ill., a suburb of Chicago. Growth in volume of business has not ceased and to meet its expanding requirements Lien Chemical Co. is now erecting a large addition to its Franklin Park headquarters. The new building, which is expected to be completed early next year, is located in front of the firm's present building. The new structure will house a modern display room and sales offices. The general offices and laboratory also are to be located in the new building.

Carl B. Lien, President

Since the company's founding, the familiar slogan, "Keep Clean with Lien" has become a famous trade mark. It appears on all of the trucks in Lien's impressive fleet.

Carl Lien, active head of the enterprise he founded in the early days of the depression, has great faith in the future of his company and the industry of which it is a part. He has taken an active part in the affairs of his industry's trade association, the National Sanitary Supply Association. Mr. Lien served as president of the organization in 1949-50.

New Sugar Cane Wax

The large-scale production of a new sugar cane wax for emulsion type polishes is now underway, it was announced recently by Warwick Wax Co., subsidiary of Sun Chemical Corp., Long Island City, N. Y. Warwick is the exclusive national and world-wide distributor for Sugar Cane Wax Enterprise. The newly developed "Sugar Cane Wax 700" is available for immediate delivery in carload quantities from Warwick Wax's 30 stock and service centers. It ranges in price from 65 to 70 cents per pound, depending on quantity.

—★—

New Federal Finish

A new non-wax type floor finishing treatment, trade named "Gloss Grip," was announced recently by Federal Varnish Division, Chicago. The new floor finish is designed for use on all floor areas, and is especially recommended by the maker for use on vinyl tile, asphalt, rubber and linoleum floors.

It can be cleaned with a damp mop or by dry-cleaning with a soft-bristled brush under a buffing machine. Worn areas can be refinished without evidence of lap marks, according to the maker.

Safety and scuff resistance are also claimed for new "Gloss Grip."

—★—

Badertscher Goes South

Dr. A. E. Badertscher of McCormick & Co., Baltimore, left Oct. 2 on a month's trip to the Carribean islands and Central America. The trip will combine business and pleasure. Dr. Badertscher is stopping at experiment stations along the route of his trip.

—★—

Nat. Can Elects Two

Andrew M. Toft and Allen C. Staley, Jr., have been elected executive vice-presidents of National Can Corp., Chicago, it was announced recently by Robert S. Solinsky, president, who said that these elections constitute the creation of an executive department.

Mr. Toft has been vice president of National Can, and was formerly vice president and general manager of Cans, Inc., before the latter firm's merger with National about 18 months ago.

Mr. Staley comes to his new post from the position of assistant general manager of sales of American Can Co., New York. He had been with American for the past 17 years, interrupted only by a tour of duty as lieutenant in the Navy Supply Corps.

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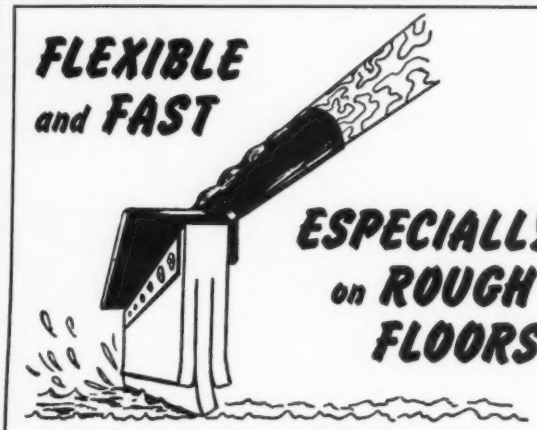

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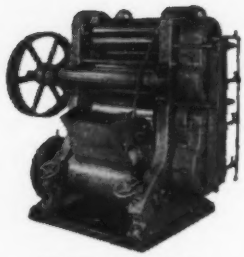

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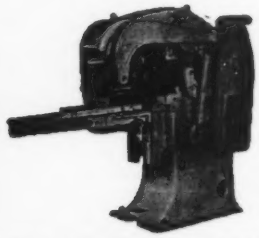

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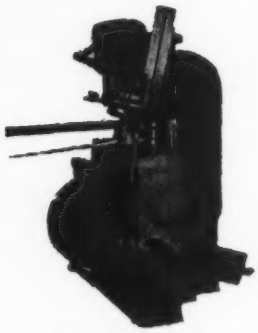

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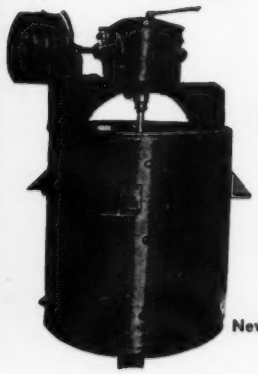

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Chemist Wanted: Thoroughly familiar with laboratory procedure and manufacture of soaps, waxes, emulsions, cleaning compounds. Must be experienced. Location—South. Ideal working conditions. All benefits. Permanent position. Exceptional opportunity for advancement and future. Address Box 291, c/o *Soap.*

Positions Open

Chemist: Capable of directing manufacturing operations for cleansers, soap specialties, waxes, etc. by long established manufacturer in middle-west with medium size plant. Prefer young man with few years experience in actual plant direction. Give facts on education, experience, etc. Address Box 289, c/o *Soap.*

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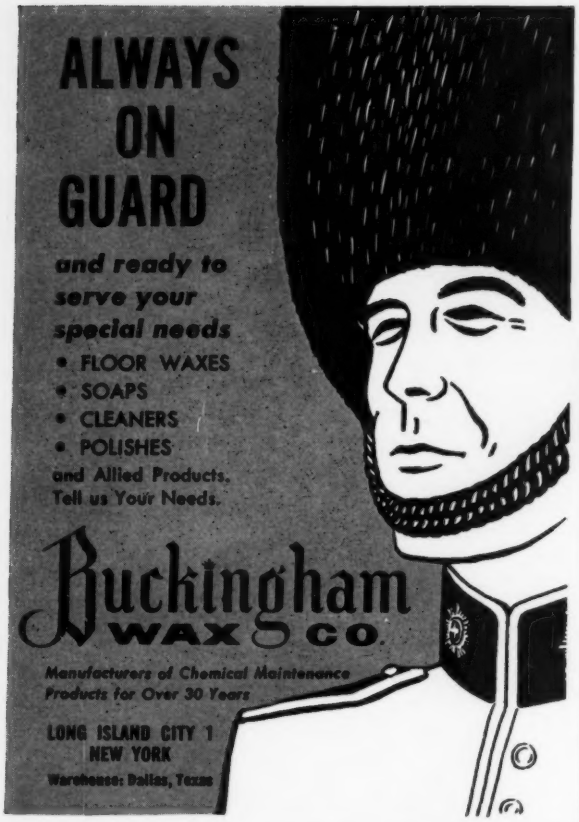
Chemist: Toilet articles chemist available: 7 years experience in formulation and evaluation of toilet articles, chiefly shaving creams, dentifrices and deodorants. Desires position with opportunity for supervision and advancement. Willing to relocate. Address Box 295, c/o *Soap.*

Chemist: Widely experienced in waxes, polishes, emulsions, floor coatings, automotive chemicals, household products, — desires connection with progressive firm. Metropolitan New York area preferred. Experienced in production, development and research. Address Box 298, c/o *Soap.*



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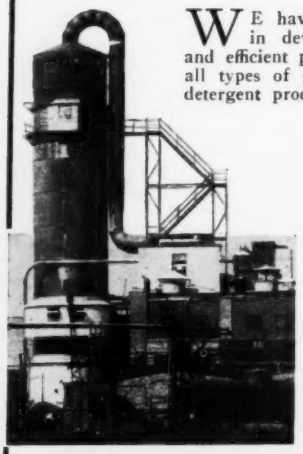

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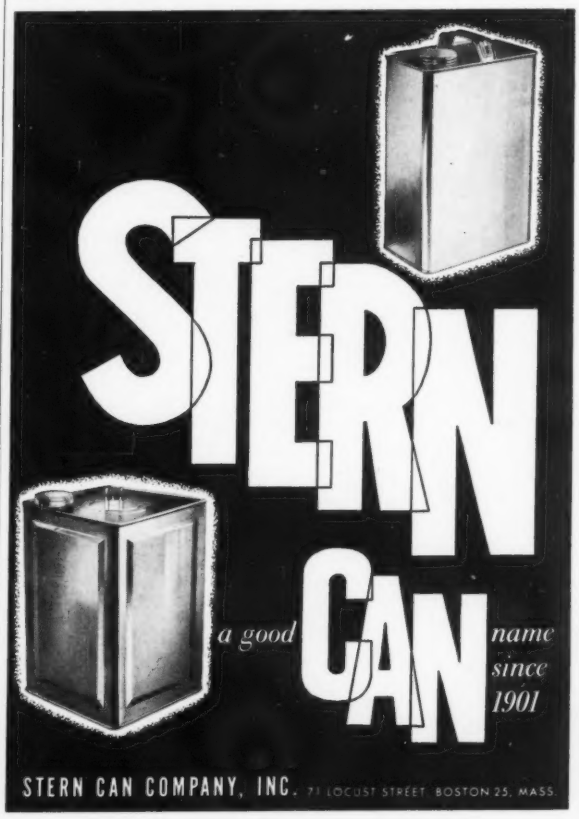

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(*Continued on Page* 199)

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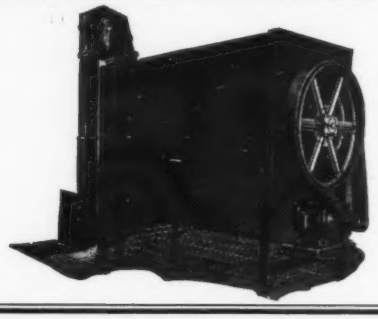

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Stainless Steel tanks and kettles. Steel tanks and kettles: crutchers; powder mixers: pulverizers. etc. Perry Equipment Corp., 1410 N. 6th St., Philadelphia 22, Pa.

Used Machinery — Direct: 142 soap frames 600 lb. capacity, excellent condition; automatic cutting table; manual table; World labeler; floating soap crutcher. Exceedingly attractive prices. Equipment very adaptable for overseas, as well as U. S. buyers. Newell Gutradt Company, 368 Fremont, San Francisco 5, Calif.

For Sale: Proctor & Schwartz automatic soap chip dryer. Allbright-Nell 4′x9′ chilling rolls. Blanchard #14 soap powder mill. Lehmann 4-roll W.C. 12″x36″ steel mill. Houchin 8½″x16″ 3-roll and 18″x30″ 4-roll Granite Stone Mills. Kettles and tanks. Jones automatic soap presses. Empire State foot presses. Soap frames. Slabbers and cutting tables. Crutchers. Six-knife chipper. Filter presses 12″ to 42″. Wrapping & sealing machines. Powder, paste & liquid mixers. Rotex sifters. Filling machines, Grinders, Hammer mills. Portable elect. agitators, pumps, etc. Send for bulletin. We buy your surplus equipment. Stein Equipment Company, 107—8th St., Brooklyn 15, N. Y. STerling 8-1944.

HOSPITAL SHOW

(*From Page* 163)

fog and cleaner for glasses, goggles and glass and plastic surfaces, also "Rapido" liquid concentrate cleaner for glass and plastic. John C. Buckley in charge.

Gerson-Stewart Corp., Cleveland, O., displayed surgical soaps, detergent floor cleaner, floor wax, porcelain fixture cleaner. M. J. McDonnell in charge.

Walter G. Legge Co., Inc., New York, demonstrated spark-proof flooring, electroconductive type of floor polishes, floor cleaners and seals, non-slip floor polishes and treatments and conductive devices for grounding surgical equipment and furniture. C. D. Close in charge.

Floor maintenance equipment was shown and demonstrated by numerous manufacturers, including Multi-Clean Products, Inc., St. Paul, Minn., Finnell System, Inc., Elkhart, Ind., Hild Floor Machine Co., Chicago, Lincoln-Schlueter Floor Machine Co., Chicago, Clarke Sanding Machine Co., Muskegon, Mich., Kent Co., Rome, N. Y. Several of these firms also showed floor cleaning soaps, waxes, seals, rug shampoos, etc.

Geerpres Wringer, Inc., Muskegon, Mich., displayed mopping equipment including tanks, wringers, mop sticks, with Herbert Bard in Charge.

HAND SOAPS

(*From Page* 42)

to fill soap dispensers from barrels, kegs or packages. The cost, in terms of time, effort and wages for labor, as well as the wastage involved in hauling around a large container to fill dispensers, is frequently higher than the slight extra cost of small packages of five pound size.

Improved powdered hands soaps have been a great aid in the marked betterment of personal hygiene among both industrial plant and office personnel in the past few years. The right soap product for the particular application is a great aid in improving the morale of employees.

— ★ —

David Fishkind Dies

David Fishkind, production manager of Verona Chemical Co., Newark, N. J., died from a heart attack September 27 at his home in South Orange, N. J. He was 59 years old. Immediately after his graduation from Cornell University in 1915 Mr. Fishkind joined Verona where he had remained since.

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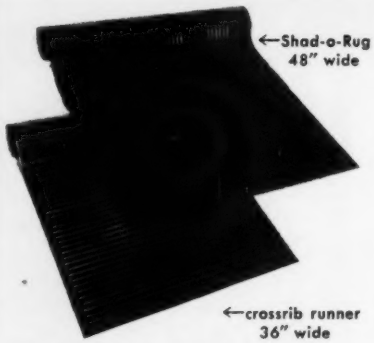

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FTC WAX

(*From Page* 179)

of terms such as heavy duty, anti-slip and similar phrases.

It is understood to be unlikely that the F.T.C. will take any action based on the definition of the term wax.

—★—

Moran Brush Catalog

A 32-page illustrated catalog of its line of brushes and mops for all types of industrial and household use was issued late last month by Moran Brush Manufacturing Co., Hamden, Conn. A price list, effective Sept. 17, is being distributed with the catalog. In addition to photographs of each type of brush and complete descriptive information as to filling materials, size, uses, etc., general information on packing and care of brushes, brooms and mops is included. The new Moran catalog also carries illustrations and description of handles. A glossary of brush materials appears in the catalog, which is completely indexed. Copies are available by writing to Moran Brush Manufacturing Co., 30 Manila Ave., P. O. Box 305, Hamden 14, Conn.

G. H. WOOD

(*From Page* 47)

pany and has resulted in increased sales and a minimum turnover in sales manpower.

As you drive through most Canadian cities, your eye will be quickly attracted to G. H. Wood truck fleets. These snow-white, van-style delivery and service trucks are synonymous with sanitation and carry colorful illustrations featuring the company's slogan—"Sanitation for the Nation." A lovable hippopotamus is illustrated in his natural habitat, being scrubbed by a mischievous monkey, with the message "Nature Sanitizes the Hippo—Wood's Sanitizes the Nation."

The 90,000 square foot head office, factory and laboratory building of G. H. Wood & Co. has excellent advertising value as it is located on the Queen Elizabeth Way, the super highway that connects Toronto with Buffalo, N. Y. The large general office, with its multiple private offices, has obviously been designed for efficiency, comfort and effect. The showroom is ultramodern and any prospect who is invited in to look around is just bound to be impressed. Mr. Wood's office is a creation that could have been among the prize winners in *Better Homes and Gardens.* From deep pile broadloom to an inside rock garden with colorful clinging ivy climbing to the ceiling on its wrought-iron trellis, nothing has been overlooked. Along one side of the room is a 12-foot built-in chesterfield. Even the walls are different . . . one is beautifully panelled . . . another is painted in a warm yet soothing color . . . and the other two are spaciously windowed. His specially designed right-angled desk of over 15 feet in length, complete with telephones in ivory casings, built-in dictaphone, radio and interoffice communication, is the focal point.

Mr. Wood's favorite expression is "terrific" and that's certainly the impression that you receive in all your dealings with him.

The welcome mat at G. H. Wood & Co. is always out to visitors from the U. S. A.

Wood's sales run into many millions of dollars per year and continue to climb. An elaborate system of budgetary control and profit and loss statements by branch, and a standard cost system using the new direct costing method, have contributed in no small way to Wood's financial position, which merits AAA credit rating in financial circles. It is strictly in the gold-plated security class, a tribute to sound administrative policy as well as aggressive salesmanship.

Mr. Wood spends a substantial portion of his time now, touring Europe, constantly on the lookout for new ideas which will provide continued and sound expansion.

Selig Issues Catalog

The issuance of its 1954 catalog and handbook of materials and equipment for sanitary maintenance was announced recently by Selig Co., Atlanta. The catalog is designed to simplify mail order buying. It includes information on and descriptions of such products as floor waxes, soaps, insecticides, disinfectants, floor seals, industrial cleaners and deodorants. Complete specifications on all types of janitorial equipment are also furnished. The catalog is indexed and sectionalized for easy reference.

—★—

Visit Kohnstamm

H. Kohnstamm & Co., New York, received visitors from the Far East recently. Harry Ashiyama, president, Hollywood Cosmetic Co., Japan and Hollywood, and Mrs. Ushiyama, who operates a beauty salon in Japan, visited the firm's New York office.

—★—

Stabilized Pyrethrum

Pyrethrum is stabilized against loss of insecticidal properties by addition of a substance capable of releasing HCHO and a salt of an oxyacid of sulfur having reducing properties. For example, approximately 700 grams of a 1:2 mixture of trioxymethylene and $NaHSO_3$ was sprayed on one ton of pyrethrum. Less than five percent of the pyrethrin content was lost in seven months, while an untreated sample lost at least 20 percent in a shorter time. The HCHO-$NaHSO_3$ complex, $CH_2(OH)SO_3Na$, can also be used. British patent, 699,077, 1953, Soc. coloniale de pharmacie et de Droguerie, "Socopharr". Through *Chem. Abstracts,* vol. 48, No. 17, page 10290.

—★—

Hoffman Visits Europe

Dr. William A. Hoffman, president of the New York essential oil and aromatic firm bearing his name, spent the month of September conferring in Europe with the various companies he represents. He visited France, Austria, West Germany and England.

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Tale Ends

PIN back your ears, men! Here we go again! The fall meeting season is upon us once more and from now until Christmas, the simple procedure of drawing a sober breath becomes complicated indeed. Among the conventions, meetings, conferences, seminars, etc. which are listed on the calendar are the following: National Sanitary Supply (two regional meetings); National Pest Control Assn.; American Hotel Assn.; American Institute of Laundering; National Hotel Exposition; Industrial Housekeeping Safety Guild; National Chemical Exposition; Chemical Specialties Manufacturers Assn.; Chemical Salesmen's Assn.; Manufacturing Chemists Assn.; American Oil Chemists Society; American Public Health Assn.; American Home Laundry Mfrs., — just to mention a few. Whew!

* * * * *

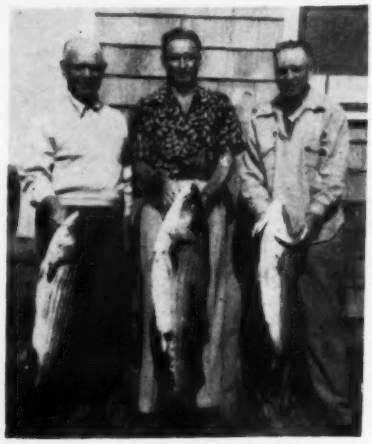
The 1955 soap industry meeting to be held under the auspices of the Soap Association (AASGP), is finding its original dates on a sort of off-again on-again basis. Originally scheduled for Feb. 1-3, 1955 to avoid a Friday night banquet, the Maid of Cotton has thrown a monkey wrench into these plans by having to appear at a department store in Florida on those dates. Now the convention will be moved back to Jan. 26-28 with the banquet on Friday evening, Jan. 28. How one good-looking dame can tangle things up is really a caution. Ask Roy Peet and Malcolm Miller.

* * * * *

One of our grapevine reporters tells us that Lehn & Fink are toying with the idea of packaging their famous disinfectant, "Lysol," in cans. The product has been in glass for years and years. And the same informant slipped the word to us over a spot of grog recently that "Liquid Lux" is giving its cans a bit of a corrosion problem. Aluminum ends have been tried, says the rumor, but without too much success.

* * * * *

Manufacturers of hot water heaters are reported sharpening up their stilettoes. For years, these fellows have been cooperating with soapers to spread the doctrine "use more hot water, more soap; wash yourself and your clothes more often." And now, out of the blue comes a terrible blow, — and from none other than Fred Maytag, the well-known washing machine man from Newton, Iowa. Says Fred, you're wasting time and money using hot water to wash clothes. Cold water will do just as well with the new detergents. Fred says that new detergents work by "molecular action" and that molecules don't care whether they float away in hot water or cold. In other words, molecules ain't choosey. But, watch out, Fred, old boy! To the hot water heater fellows this is rank heresy.



Anglers MacNair, Conner, Hamilton

Indiana may have its Herb Shriner, but CSMA has its John Conner, our latest discovery as an after-dinner speaker. His home-spun wit and Texas drawl had the CSMA board rolling in the aisles at the recent meeting at Cape Cod. Also, the CSMA counsel is a fisherman of no mean proportions having hauled in three large striped bass on a tour of the bars (ocean) off Chatham, Mass. Total weight of the three, 66 lbs., the largest going over 31 lbs. Served to the CSMA Board next day, the bass was voted the finest ever tasted.

* * * * *

No longer does milady have to wear a mink wrap to get that luxury look. She can dye her hair "lustre brown mink" and practically nobody will know whether she is wearing mink or just looks that way. Tintair has introduced the new hair color and according to Martin Straus, II, prez of By-mart-Tintair, Inc., this gives "drug and department stores the opportunity to sell mink in a bottle." What's more, "Lustre brown mink incorporates Vegetable Catalyst D . . . which automatically turns off color action at the porper moment." Now, how do you like that, gentle reader? Mink in a bottle! Could save a lot of males some money.

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